JUNE 26, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly News[illegible]zine of Radio

Broadcast Ad[illegible]ing

TECHNOLOGY DEPT.

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Detroit 2, Michigan

MacFarlane Leaves For Republican Convention

Countless millions will hear the Republicans pick a presidential candidate at Chicago in June. Baltimoreans will hear all that, but they will also hear the intimate, behind-the-scenes activities of their own elected delegates!

The networks will cover the high spots. But Ian Ross MacFarlane, the world-traveled war correspondent and exclusive news analyst for W-I-T-H, will broadcast the hot-off-the-griddle-story behind the Maryland story, direct from Chicago to Baltimore.

It is programming like this that has made this successful independent station "The People's Voice In Baltimore."

W·I·T·H
BALTIMORE, MD.
Tom Tinsley, *Pres.* • *Represented Nationally by* Headley-Reed

OLD FRIENDS
. . . and Star Salesmen

People naturally have confidence in something told them by an old friend. That's one of the reasons why WLS is so successful for advertisers: Many of our staff have been with us so long that listeners regard them as old friends.

Take the three announcers pictured here, for example. Hal O'Halloran first came to WLS 15 years ago, in 1929. Jack Holden started announcing on WLS in 1931, and Howard Black, now an announcer, first joined the staff in 1932 with the famed, old musical act, the Hoosier Sodbusters.

These are only a few; there are singers, musicians, engineers and executives who have been with us ever since WLS began broadcasting 20 years ago. And through these many years, radio listeners in Midwest America have developed a friendly feeling for them; listeners *believe* in them . . . and in WLS, itself. That's why *WLS Gets Results!*

Advertisement number 2 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

Your advertising $$ can capture* Philadelphia through

WPEN

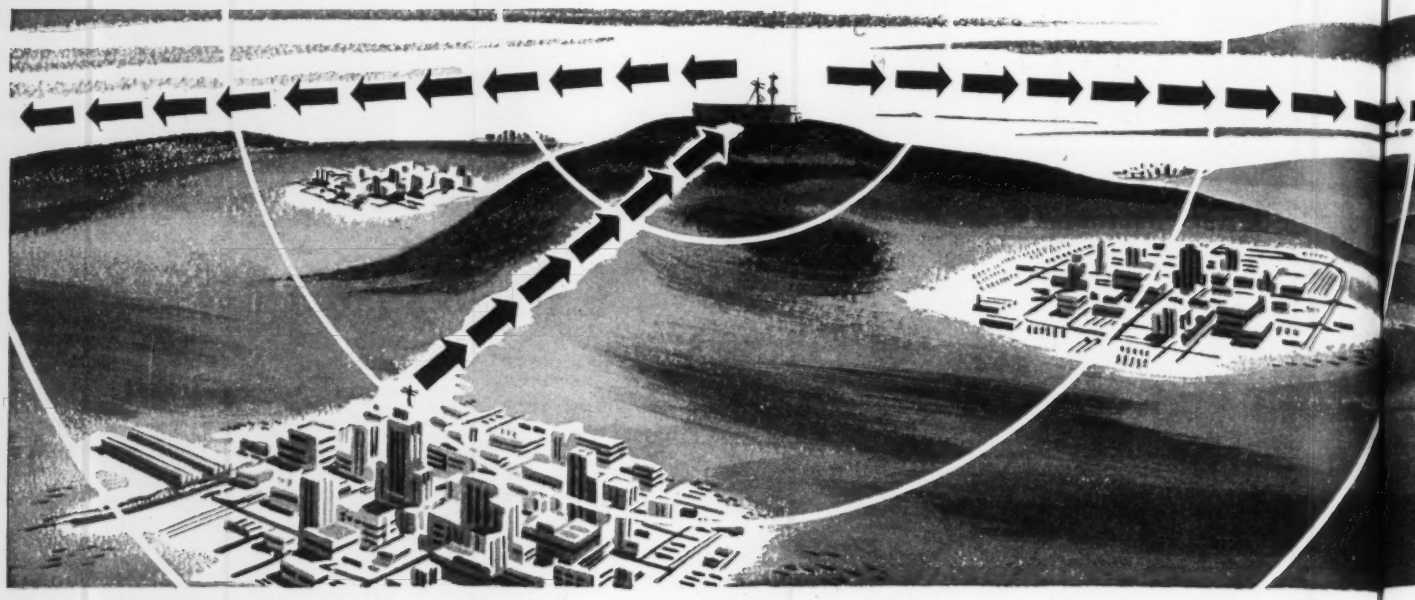
The Station that Sells

WITH A 10 YEAR RECORD OF REAL RESULTS . . .

Let us give you the facts!

PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



S-T Directional Relay Antenna

FM Broadcast Antenna

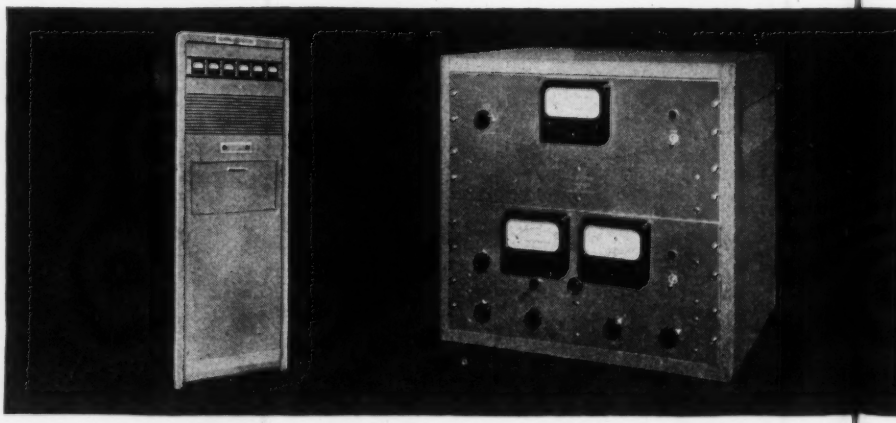
180-C9

Locate your transmitter for maximum coverage

Locate your studio for maximum convenience

Bridge the gap without wires

• *Tune in General Electric's* "The World Today" *and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E* "All Girl Orchestra" *at 10 E.W.T. over NBC.*

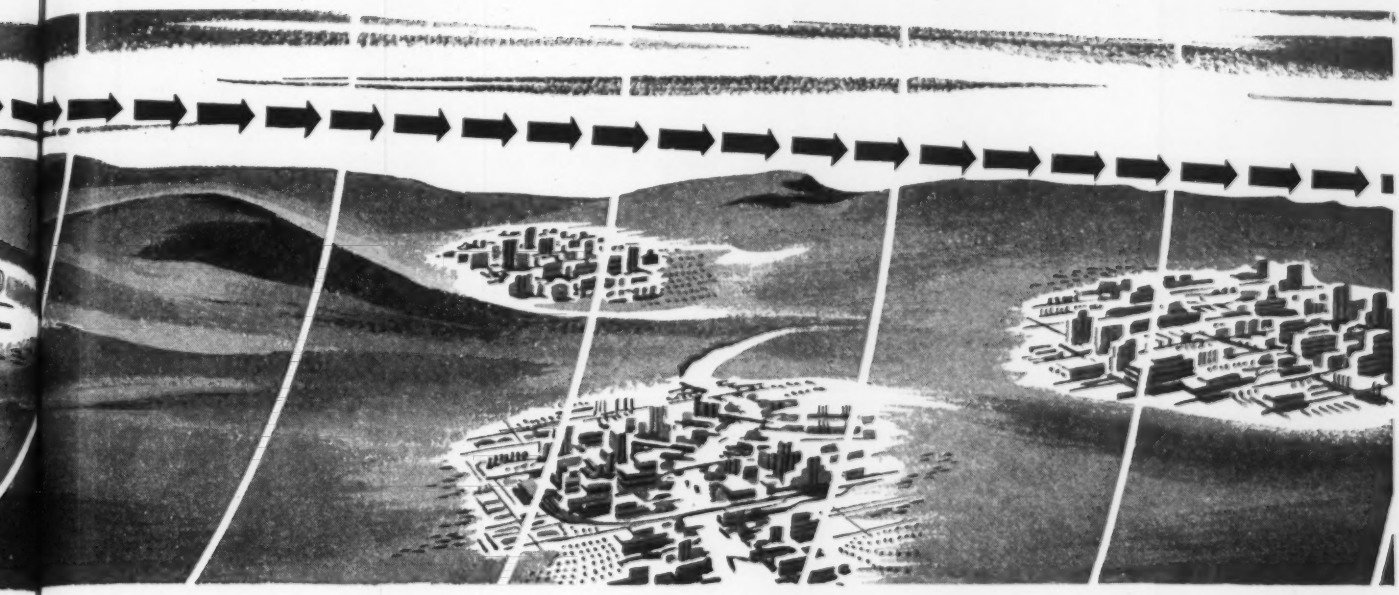


S-T Relay Transmitter (25-watt)

Station Monitor and Converter

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ELECTRONIC

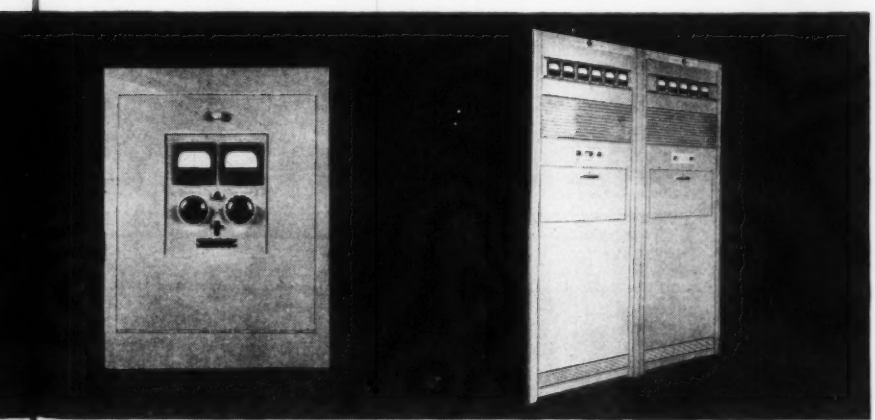
GENERAL ELECTRIC



THROUGH proved performance in the six already established relay systems, G-E *S-T* (studio-to-transmitter) relay equipment offers a practical method by which you can reliably and economically relay your FM programs from studio to transmitter.

Extremely high fidelity, low noise level and a virtual absence of distortion are additional advantages of this exclusive G-E equipment. Completely dependable, too! Rain, sleet, floods or windstorms have no effect on this unique system "without wires." Distance is not a problem, for G-E *S-T* equipment is now reliably functioning up to airline distances of as much as 110 miles.

The G-E *S-T* relay transmitter is of the economical low-power rating of 25 watts. The G-E directional *S-T* relay antenna beams the signals to a receiving antenna of the same type at your G-E broadcast transmitter location. The total power gain of this system is 100. Thence, with full fidelity and further power gain, the programs go out over your service area through the easily tuned G-E circular broadcast antenna. . . . G-E *S-T* equipment is low in initial cost and economical to operate. Write for details, and information. Our engineers will be glad to discuss your problems with you. *Section 3-D, Electronics Department, General Electric, Schenectady, N. Y.*



S-T Receiver *FM Broadcast Transmitter (1000-watt. Others 250-watt to 50-kw)*

NEW G-E DEVELOPMENT

The G-E disk-seal tube, an ultra-modern transmitting type, makes possible radio relaying of FM and television programs at very high frequencies. It will be used in post-war studio-to-transmitter and network relays.

50 FM STATIONS ARE ON THE AIR—157 APPLICATIONS ARE PENDING

Now is the time to plan your FM station. The "G-E Equipment Reservation Plan" enables you to obtain a post-war priority and early delivery on equipment. Send for it and descriptive literature on FM —today.

TUBES • ANTENNAS • RECEIVERS

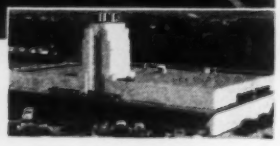
FM—television—AM

See G.E. for all three!

KOIL Columbia, of course The Radio Buy of OMAHA

New Orleans has its *French Market*

Omaha has its *Super Markets*



Omahans "Know their Groceries"

SIX hundred retail food stores are kept busy every day supplying Omahans with fine foodstuffs. In modern super markets and smaller stores you'll find nationally advertised products from the North, South, East and West.

KOIL programs feature many of these nationally advertised brands of food. KOIL consistently brings these food products to the attention of this active Omaha market. Reach this market with your message directly, daily, and at low cost through KOIL.

AN ACTIVE FOOD MARKET

70,000 Omaha families spend an average of $54.00 a month for food. Omaha's retail food business totals approximately $3,800,000 per month.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha

5000 WATTS — 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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WE WERE "THERE" ON D DAY

WOL'S 24-HOUR WASHINGTON COVERAGE MADE IT POSSIBLE FOR US TO BRING OUR LISTENERS ALL THE INVASION NEWS "WHEN IT HAPPENED."

WE'LL BE COVERING THE WAR FRONTS 24 HOURS A DAY UNTIL VICTORY.

A FEW CHOICE NEWS PERIODS STILL AVAILABLE

WOL

Washington's only 24 hour station

SPOT SALES, INC., NAT'L. REPS. NEW YORK, CHICAGO, SAN FRANCISCO, HOLLYWOOD.

Between 8 A.M. and 6 P.M.

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

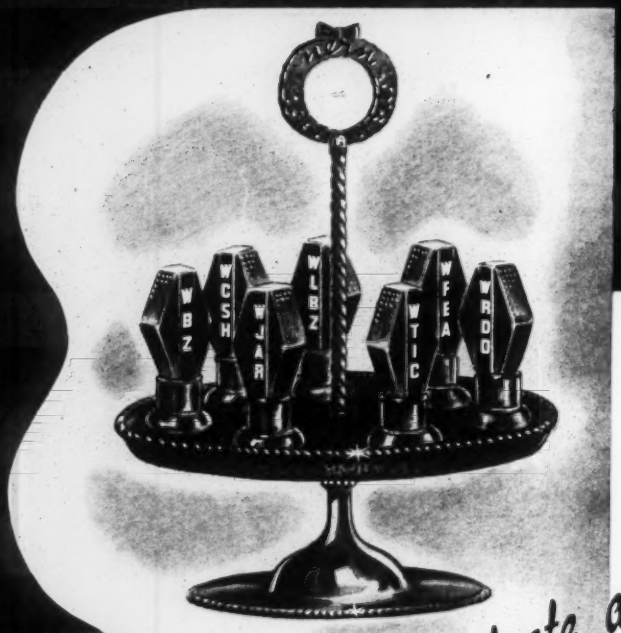
National Representatives (Outside N. Y. Area)
Spot Sales, Inc.

WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"



Salt to taste and pass the gravy

New England is a rare dish. In 2% of the total U. S. area, it packs 6.3% of the population with 18% of the nation's savings deposits. Other ingredients are similarly above average.

To bring out the full sales flavor of this market, NERN offers:

- Primary coverage of 96.6% of New England's radio homes for only $308 per daytime quarter-hour.
- Stations which carry the nation's top-rated programs. (All NERN stations are NBC affiliates.)
- 300% more power than any other combination here. (Including the only 50,000-watt stations in New England.)
- Free studio facilities in New York, Boston and Hartford.
- A "spot operation" with network impact.

A dash of NERN will influence the entire dish. It will be exactly to your taste, and will give you lots more than a taste of sales. When you buy NERN, you buy a network.

NERN STATIONS

WBZ	Boston, Mass.
WCSH	Portland, Maine
WJAR	Providence, R. I.
WLBZ	Bangor, Maine
WTIC	Hartford, Conn.
WFEA	Manchester, N. H.
WRDO	Augusta, Maine

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

RECORDING HISTORY

PAYS TRIBUTE TO THESE MEN

GEORGE HICKS BLUE

GEORGE WHEELER NBC

ED. MURROW CBS

CHARLES COLLINGWOOD CBS

LARRY MEIER MUTUAL

EDMUND E. FRANKE MUTUAL

FRED D. FRUTCHY NBC

ROBERT S. MASSELL BLUE

DAVID ANDERSON NBC

GENE RIDER CBS

This is the Recordgraph Film Recorder which, through the efforts of these Announcers and Engineers and with the cooperation of the U. S. Navy, made possible the on-the-spot documentary news broadcasts which you have heard from aboard ships at various Invasion points. They are of real historical significance!

"The greatest recording yet to come out of the war."
N. Y. World-Telegram

"Probably the most repeated and without doubt the most thrilling invasion broadcast."
N. Y. News

"Most in demand of all invasion recordings yet to reach the air" . . . "the first great documentary of the war."
Broadcasting

"Described as the greatest report of the war."
N. Y. Post

AMERTYPE RECORDGRAPH CORP.

A subsidiary of American Type Founders, Inc.
333 West 52nd Street, New York 19, N. Y.

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

RAYMOND R. MORGAN

President, Raymond R. Morgan Co., Los Angeles

Says—"We've spent more than $5,000,000 in spot broadcasting, with seldom a miss"

●Thanks for the tip, Mr. Morgan—we now have your range, and the entire battery will forthwith open fire!

●Seriously, it seems to us that money does talk more convincingly about spot broadcasting than about any other medium. Spot broadcasting is always asked to swing its weight in sales—in returns—in tangible dollars-and-cents results. Rarely is spot broadcasting given a "prestige" job, an "institutional" job, a "keeping our name before the public" job. Therefore when spot-broadcasting advertisers talk dollars, they talk in the special vernacular of the medium. Praise be to Allah.

●Speaking of dollars, the markets at the right contain some really spectacular investments for any advertiser who has something to *sell*. Shall we send you a prospectus?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 26 WASHINGTON, D. C., JUNE 26, 1944 $5.00 A YEAR—15c A COPY

Newspaper Problem Not Settled, Says Fly

Movie Ownership Also Clouded At Probe

By BILL BAILEY

FCC CHAIRMAN James Lawrence Fly last week told the House Select Committee to Investigate the Commission that newspaper ownership of stations, though ostensibly disposed of by dismissal last Jan. 13 of the FCC's newspaper divorcement proceedings [BROADCASTING, Jan. 17] still is an unsettled and undetermined question. At the same time he disclosed that the FCC might not look favorably upon ownership of stations by the motion picture industry.

Denny Thanks Committee

His startling revelations came Tuesday afternoon on the eve of suspension until fall of Committee public hearings [BROADCASTING, June 19]. At the close of Wednesday's session, Committee Chairman Clarence F. Lea (D-Cal.) announced that the present phase of the probe was completed and that public hearings would be postponed until September.

Just before the Committee adjourned Wednesday afternoon for the summer, Charles R. Denny Jr., FCC general counsel who has guided the Commission's defense of charges made before the Committee, offered the following statement:

"That completes our case. In conclusion I would like very sincerely to thank this Committee for the opportunity afforded us to present our case. We've had a full hearing and a fair hearing and we sincerely appreciate it."

Mr. Fly's testimony regarding the newspaper and motion picture ownership came during cross-examination by Harry S. Barger, Committee chief investigator and assistant general counsel, on the Commission's newspaper divorcement proceedings. Several times the FCC chairman and Committee counsel clashed. On one occasion, Mr. Fly shouted: "You're not paying me for legal opinions." Chairman Lea ruled the remark out of the record.

Both Mr. Barger and the Committee chairman questioned Mr. Fly at length on the newspaper divorcement proceedings and attempted to get from him a statement of policy with reference to ownership by newspapers. Mr. Fly declined to express his opinion as to the FCC's authority to preclude any particular business from ownership of stations. "In the first place I have no right to make decisions here for the Commission," he asserted.

Still Undetermined

Mr. Barger continued to hammer away in an effort to get a direct answer to the question as to what Mr. Fly considered the Commission's authority. When he insisted that Mr. Fly answer the question: "Does the Commission have the power to proscribe newspapers from owning radio stations?" Chairman Fly said, "You'll have to ask the Commission."

"In other words, the question still remains unsettled and undetermined?" persisted Mr. Barger.

"That's right," replied Mr. Fly. He read from the public notice dismissing the newspaper proceedings (Orders 79-79A).

A few minutes before, Chairman Fly gave the Committee an inkling that the FCC might be considering the question of motion picture ownership of stations. Mr. Barger had asked whether the Commission might preclude churches and other organizations, also, from owning stations. Chairman Lea interposed:

"If the right of a church or other organization was involved, it would be a question of whether the same provision as might apply to newspaper people would apply; it would be an application of the same principle. Isn't that true?"

"I don't think you would treat the church as a medium of mass communication," said Mr. Fly. "They are not in the news business or in the business generally of influencing public opinion on various current questions. A closer question might come as to the motion pictures." He did not elaborate.

Licensing Powers Next

During the summer John J. Sirica, Committee general counsel, will direct a staff investigation into alleged abuse by the Commission of its licensing powers, the Committee disclosed. Mr. Barger will have charge of all investigators and while Mr. Sirica was noncommittal, it was understood that Committee members favor the addition of a legal aide or two. The present staff consists of Mr. Sirica, Mr. Barger, Robert Barker, investigator, and two stenographer-clerks.

Of $110,000 appropriated by the House for the investigation, more than $20,000 remains. The original appropriation was for $60,000 and after Rep. Lea assumed the chairmanship the House voted another $50,000.

Marked with strife from the day of its inception, the investigation several times has all but gone on the rocks. Ordered under a resolution (HRes. 21), adopted Jan. 19, 1943, the investigation got under way with Rep. E. E. Cox (D-Ga.) as chairman and Eugene L. Garey of the New York law firm of Garey, Desvernine & Garey as general counsel. First public hearing was held July 2, last year, when Mr. Garey enumerated 24 charges against the Commission. On the Committee were Reps. Hart (D-N. J.) Magnuson (D-Wash.), Miller (R-Mo.) and Wigglesworth (R-Mass.), who still serve.

Almost from the beginning Rep. Cox was under fire from Administration forces and last fall he resigned after Chairman Fly and Commissioner C. J. Durr had openly charged him with bias and prejudice. Early in October Rep. Lea was named Committee chairman by Speaker Rayburn and immediately reports of "whitewash" were heard on Capitol Hill.

Rep. Lea, a veteran of 28 years in Congress, vigorously denied the charges and declared he was interested in an "unbiased and fair" investigation. Shortly after he took over the Committee, however, the chairman and minority members disagreed. It was no secret that Reps. Lea and Magnuson wanted Mr. Garey's resignation. On the other hand Reps. Hart, Miller and Wigglesworth insisted on retaining him.

Garey Resigns

Early this year Mr. Garey opened hearings on the sale of WMCA New York by Donald Flamm to Edward J. Noble, chairman of the board of the Blue Network Co. After two days of testimony by Mr. Flamm, Mr. Noble's attorneys protested on the grounds

(Continued on page 30)

Commercials to Be Dropped For Coverage of Convention

SHIFTING from the war front to the home front, American radio this week will perform its second outstanding public service in three weeks when it broadcasts to the world proceedings of the Republican National Convention, opening today (June 26) in Chicago.

Just as commercial programs were shoved aside on June 6 to bring the American public news and developments on D-Day, so the four nationwide networks are cancelling all sponsored programs that might stand in the way of complete Convention coverage. Individual stations, as well as regional networks which are augmenting major networks and news wire services with special Convention broadcasts, also are adhering to the fundamental policy of American radio that public service at all times is the first consideration.

When the Democratic National Convention opens in Chicago July 19 radio again will perform in the public interest, once more cancelling commercial shows at the loss of much revenue, to perform in the public interest.

Cost has been no factor in radio's preparation for its biggest on-the-spot news coverage ever attempted [BROADCASTING, June 19]. More than 300 men and women representing the four major networks, two regional nets, the BBC, 55 individual stations, six television stations, special radio news wires and news bureaus are in Chicago, broadcasting to the American public—and the world at large through shortwave—the nation's first wartime political convention.

All of the major networks and several independent stations sched-

(Continued on page 60)

Hooper Prepared to Double Sample for Program Ratings

Asks NAB to Examine Reports and Submit to Expert Judges; Stations to Pay Added Cost

C. E. HOOPER Inc. is prepared to double the number of calls on which its "continuing measurements of radio listening" are based, beginning in October and continuing "until such time as the stations petition us to drop the sample back to present levels," Mr. Hooper stated June 20 in a letter to subscribers.

Letter expresses agreement with the suggestions of a group of station managers that adequate sample, proper supervision and public inspection be made the standards for judging reports. On the second point the letter states that the complete text of the Hooper Radio Reports Field Manual are being submitted to the NAB Research Committee "with the request that it be examined from a practical point of view by the committee members and with a second request that they submit it to expert but impartial judges for a technical review and report to our subscribers."

Urges Inspector Plan

Changing the "public inspection" to "impartial expert inspection" on the ground that the 'public' is not competent to judge how well the field staff carries out its instructions, Mr. Hooper requests the NAB Research Committee to appoint at least one "inspector" in each state, and if possible one in each city in which the audience measurements are made.

He suggests that "in most states and many cities there is in a college or university in the department of mathematics, marketing or psychology, an individual who can qualify as both expert and impartial in judging the degree to which our instructions to reporters are being carried out."

By a chart appended to the letter, Mr. Hooper illustrates the high degree of relative stability between the present cumulative random sample of 300 calls, which he terms "indicative", and one of 600 calls, which is termed "conclusive". Stating that the statistical principle of this chart is as permanent as the law of gravity, he continues: "However, we are convinced that it may represent a sound step in the development of acceptance of it if station managers in individual cities have a practical demonstration of this in their individual communities."

Since the extra calls involved in doubling the sample will not be used in the Hooper "national" or "sectional" reports, the full cost of the extra field work must be borne by the station subscribers, the letter states, estimating that the double sample will cost stations about 2 1/3 times as much as they are now paying. The stations should likewise pay the reviewing experts employed by the NAB, Mr. Hooper suggests. While it is not mentioned in the letter, in response to a query, Mr. Hooper said that this inspection should, of course, extend to the tabulations made by his office staff as well as to the collection of data in the field.

Suggestion for an increased sample, proper supervision and public inspection was first advanced by Fred A. Palmer, manager of WCKY Cincinnati, during an industry discussion of audience measurement standards that was evoked by an article written for BROADCASTING by Mr. Hooper on money give-away programs and their effect on audience measurements [BROADCASTING, Feb. 28].

FIRST CERTIFICATE of Appreciation from the Chief Signal Officer, Maj. Gen. H. C. Ingles (left), is presented to Dr. Edwin H. Armstrong, inventor of numerous broadcasting methods, notably FM. Gen. Ingles awarded the Certificate "for loyal and patriotic services rendered the Signal Corps" [BROADCASTING, June 5].

D-Day Listening High

DAYTIME listening on D-Day was up more than 100% over normal and evening listening up 42%, according to the Cooperative Analysis of Broadcasting survey of listening in 81 U. S. Cities. Comparison of the June 6 data with those for May 23, last previous Tuesday on which listening was measured by the CAB, shows average daytime listening (between 9 a.m. and 6:30 p.m.) rising from 13.0% to 26.2%, while average evening listening (6:30-10:30 p.m.) rose from 24.6% to 35.0%.

CAB Expands Service

ADVERTISERS using limited networks can now get twice-a-month program audience ratings from the Cooperative Analysis of Broadcasting, the CAB announced last week. Move is made possible by the recent expansion of the CAB coverage sample from 33 to 81 cities. Service to the regional and limited network advertisers will be priced on a pro-rata basis.

LONG MEMORY has Tommy Dorsey (left), band leader, who recently was guest on the *Rhythm Matinee* of WJR Detroit. Seeing Leo J. Fitzpatrick, WJR general manager (r), on the sidelines, Tommy recalled the day in 1938 when Mr. Fitzpatrick pulled the plug of the Detroit outlet because Dorsey was swinging his favorite "Loch Lomond". So Tommy played a mild version of "Sentimental", saying, "I hadn't forgotten that Fitzpatrick likes his Scotch straight." The 1938 incident started a nationwide swing-versus-sweet controversy, heard for months.

Kellogg Series Begins June 26 on 126 Stations

KELLOGG Co., Battle Creek, Mich., begins sponsorship June 26 of a quarter-hour series, *Kellogg Musical Library*, Mondays through Fridays. Program features Kellogg Company library of music containing 280 recordings with format supplied to local stations by Kenyon & Eckhardt, Chicago, agency handling the account. Live commercials for Kellogg's Corn Flakes, Rice Krispies, All Bran, Shredded Wheat, Pep and Krumbles will be used. Contracts vary.

WMAN KRLD KGNC KTRH WOAI WKNE KFAB WROW WKBN WBLK KFEQ WOWO WOOD WSBT WSPD WTRC WFDF KHJ KGB KDB KFXM KVOE KXO KVEC KFRC KMYC KFRE KDON KIEM KHSL KVCV KYOS KPMC KRNR KALE KFJI KORE KOOS KWIL KAST KUIN KMO KIT KFIO KXRO KOL KGY KELA KRKO KWLK KWAL WGIL WJBC KSEI WIRE WAOV WKMO WASK WLBC WKBV WNBF WHCU WENY WTRY WGST WTOC WMAZ WDWS KROY KGDM KARM KNX KROC WMFG KMA KMMJ WOW WMT KRNT WSFA WAGF WKEU KCMC KFPW KBTM WDAN KGIR KPFA KRBM KOB KFBB KTFI KGHL KROD KFXJ KGVO KGFL KOY KTUC KSUN KVOD KUTA WGY WKY KOH KFBK KIDO WBOC WGKV WLBJ WLAP WHIS WJLS WLOG WHLN WTAQ WBT WTMA WTMJ KSAL WIBW KMPC KTUL KGGF WNAX KODY.

Jergens Revising

ANDREW JERGENS Co., New York, for four weeks starting Aug. 6 will replace Walter Winchell's *Jergens Journal*, on the Blue network Sunday, 9-9:15 p.m. with *Three-thirds of the News*, featuring Fulton Oursler, Louella Parsons, and a third commentator still to be named. Company will promote Jergens Lotion on the CBS Pacific Coast network on *Hollywood Mystery Time* starting either July 20 or 24, with question still pending as to whether it will be on Monday or Friday at 9 p.m. S. James Andrews, radio director and talent buyer for Lennen & Mitchell, New York, agency in charge, leaves this week for the coast to set up the program.

Army Cooperation Cited by Networks

War Dept. Thanked for Aid In Invasion Coverage

UNPRECEDENTED cooperation of the War Dept. Bureau of Public Relations and the Signal Corps during the opening days of the invasion has been highly praised by NBC, CBS, MBS and Blue.

Maj. Gen. Alexander D. Surles, Director of the Bureau of Public Relations has received letters of commendation from newsroom heads of the New York offices of the networks, citing BPR and the Signal Corps for their aid.

On June 19, the four network representatives stationed in London sent a message of appreciation to the War Dept., addressed to Gen. Surles, Maj. Gen. Harry C. Ingles, Chief Signal Officer, and Brig. Gen. Frank E. Stoner, Chief of Signal Corps Army Communications Service. Text follows:

"Now that we have gained a brief breathing spell from the frenzy of the first few days of invasion coverage operations, the four American broadcasting networks represented in London want to take this first opportunity to thank you and all concerned for the general assistance and cooperation which was accorded us by the Army.

Signal Corps Aid

"Particularly do we wish to convey to the Signal Corps our grateful appreciation of the great help this branch has been to us both as to facilities and technical aid by its communications personnel. It already has been amply demonstrated that had the Signal Corps not made its special broadcasting channel available to us, our operations here in London would have been vitally hampered with the consequence that the American public would not have been as speedily and as well informed as it has been.

"For not only putting this broadcast channel at our disposal but for actually making it work in a most efficient manner the American broadcasters feel that only the highest praise is due the Signal Corps for making possible an outstanding public service. We deem it especially fortunate that Col. David Sarnoff was put in charge of this service. His wide experience in radio communications was and is of inestimable value to the American broadcasters in their operations. His unflagging zeal and the tireless efforts of his associates as well in this work was an inspiration to us all. To him and all who had a part in it we hope you will convey our very great thanks.

"We wish to express to Maj. Gen. Harry C. Ingles, to Col. Dupuy, to Col. Phillips, to Col. Smith and to all your associates in PRO our highest appreciation of the invaluable help and cooperation given to us."

An Open Letter to Young & Rubicam

Avery Suggests Method by Which Army Can Fill WAC Recruiting Quota

Appointment of Young & Rubicam, New York, as agency for WAC recruiting campaign for another year inspired this open letter to the agency by Lewis H. Avery, NAB Director of Broadcast Advertising. Pointing out that the entire appropriation for the present fiscal year was devoted to newspaper advertising, Mr. Avery suggests that Young & Rubicam try a new formula, since the results thus far achieved haven't filled WAC quotas. His letter, addressed to Sigurd S. Larmon, president of Young & Rubicam, under date of June 20, with copy to Lt. Col. John F. Johns, Chief of the Planning Branch, Army Planning Board, War Dept., follows:

DEAR MR. LARMON:

The advertising trade press, under a Washington dateline, carries the news that you have again been selected to create, produce and place the WAC recruitment advertising for the fiscal year beginning July 1. That's an achievement of which you can be justly proud. Particularly so when it is reported that 16 agencies bid for the account, among 37 asked to make presentations. Congratulations!

There was just one disconcerting note about the announcement, as it appeared in the June 19 issue of *Advertising Age*:

> Recently WAC enlistments have been boosted from an average of 3,700 to 4,300 a month, and current WAC strength is about 80,000. This figure, however, is only 40% of the authorized WAC complement of 200,000 by July 1, 1945.

The Moral

In other words, gentlemen, from the standpoint of sales, the results leave something to be desired.

Elsewhere in the story referred to, recounting the fact that you have handled the account during the present fiscal year, appears this statement: "Expenditures on it, entirely in newspapers, in this period have been about $1,500,000."

Probably you've guessed the moral—why not try radio in the coming fiscal year? Not just here and there—but everywhere. Not just part of the appropriation—but all of it.

Perhaps you haven't done this because you heard that radio stations were opposed to the use of Government funds for the purchase of radio time and talent. That was true in the spring of 1941. At that time the Executive Committee of the Board of Directors of the NAB "resolved . . . that the purchase of time by defense agencies might tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency . . . (and) reaffirmed the industry's desire to continue its present practice of making its facilities available at no cost to Government . . ."

But war came on Dec. 7, 1941, and unforeseen circumstances created new situations. Senator John H. Bankhead II introduced a bill to buy Government newspaper advertising. After discussing the merits and demerits of the proposal at its meeting on June 3, 1943, the NAB Board of Directors reaffirmed its opposition to the use of Government funds for advertising but took "the position that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication . . ."

Consistent with this policy, and since no part of the WAC advertising appropriations for the fiscal years of 1942-43 and 1943-44 was devoted to radio, we urge that the entire appropriation for the coming fiscal year be devoted to this medium.

Attaining the Goal

That doesn't mean that all radio stations will accept money for the promotion of WAC recruitment. Many large and important radio stations, for reasons best known to themselves, will prefer to continue to provide such service without cost and to the best of their exceptional abilities.

But they, and the balance of the 875 commercial radio stations that accept WAC advertising, can make this year's campaign an outstanding success. They can push the drive a long way toward 200,000 enlistment—if not actually attain the goal.

I can almost hear you ask: "But haven't the radio stations been contributing announcements and programs in support of this vital war campaign?" Indeed they have—without thought of compensation. Only three or four (out of 875) have written to gripe mildly about the discrimination against radio.

The radio stations of America have done everything they have been asked to do to promote WAC enlistments. And they have done a great deal more, too. Each month more than 400 radio stations file reports with NAB, listing their voluntary cooperation with various Government programs of war information. Here is a summary of the support given the WAC recruitment campaign during the first quarter of 1944 (the latest period for which we have accurate figures):

Spot Announcements	27,610
5-Minute Programs	140
10-Minute Programs	250
15-Minute Programs	2,630
30-Minute Programs	120

Why do we believe that a concentration of this campaign over the radio would achieve the goal of the War Dept.? Because that is the kind of record radio has established in recruitment campaigns in this war. Here are a few facts, taken from a speech delivered in New York on May 27, 1943, by Chester J. LaRoche, former chairman of your board of directors:

Candidates for Marine Officers schools jumped 40% after two weeks on the Network Allocation Plan, June 8 through 21.

The appeal for Glider Pilots was on the Network Allocation Plan for two weeks from July 6 to 20. Up to this time all efforts to recruit glider pilots had failed because the boys wanted to fly motorized planes. At the end of this two-week period, however, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity.

Coast Guard after a three-week campaign, from July 20 to Aug. 10, increased the number of applications being received for Reserve Officers training at least 40%.

Drive for Nurses

The Need for Army-Navy Nurses ran for three weeks, from July 27 to Aug. 17. The Army and Navy were calling for 3,000 nurses a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. At the conclusion of the drive, volunteers were already coming in at 50% above the pre-drive rate. Several weeks after the conclusion of the drive, the number jumped to well over 100% — and in many communities as high as 250% above the pre-drive rate.

Signal Corps drive, Aug. 10 through 23, upped recruits over 800%.

The appeal for Army Specialists ran on the Network Plan from Oct. 5 to 19, and on the Baseball Allocation Plan from Sept. 21 to Oct. 5. By mid-October quotas for these mechanics for three branches of the Army were passed. This was considered a particular achievement, in view of the enormous pressure from industry for this type of skilled technical personnel.

A drive for Non-Combat Pilots was carried for one week on the Network Plan, beginning Nov. 2. The CAA hoped for 50,000 returns; at the end of the 7-day period a total of 104,000 inquiries was assured.

What's more, you could and would do an outstanding job for the WAC in radio. You are in the forefront of the advertising agencies that have applied the unique possibilities of broadcast advertising to the sale of ideas.

But, if we may be pardoned for presuming on your judgment, this is not the kind of problem that one or two or even three network programs will solve. We believe it starts and ends in the so-called "grass roots" of American life. We believe every radio station in the United States should receive an appropriate share of the budget.

That's why, gentlemen, we ask not for $500,000, nor for $1,000,000—but for $1,500,000 (or whatever the appropriation may be). We'll stand by the job radio does in this vital phase of the prosecution of the war.

VAGARIES OF TIMEBUYING are well known to this group, comprising the radio buying staff of Young & Rubicam, New York. Carlos Franco, manager of radio timebuying for the agency, poses a problem to members of his staff (l to r): Kay Brown, Frank Coulter Jr., Carolyn Turne, A. D. Mackintosh who give their undivided attention.

CBS, Blue Favor Duplicating On FM

FCC Declines to Make Network Policies Public

ARGUMENT in favor of common operation for AM and FM stations which are jointly owned is advanced by CBS and the Blue in replies to the FCC's request to the major and regional networks for statements of policy regarding FM programs [BROADCASTING, May 29].

A copy of President Niles Trammell's statement of policy on FM [BROADCASTING, Jan. 17] was sent to the Commission by NBC. Miller McClintock, Mutual president, said he acknowledged the FCC letter but did not disclose Mutual's policy.

Separate Programs

Officials of the Commission declined to make public the networks' policies, contending there was no formal order requesting them and all correspondence, not under formal orders, is confidential.

Tracing its FM program policy, the CBS letter, signed by Paul Kesten, executive vice-president, stated that up to January of this year the network provided separate programs for the FM stations it owned and did not make its network programs available to FM stations owned by CBS AM affiliates. This policy, the letter records, was based on the FCC requirement that FM stations devote at least one daytime and one evening hour to programs not duplicated simultaneously by any AM station in the area, the fact that relatively few CBS affiliates owned FM stations, and the fact that unless these FM stations broadcast all CBS commercial programs that were available there would be discrimination favoring some advertisers, violating the CBS policy of equal treatment.

In July 1943, the FCC suspended its requirement for separate programming and in September the Columbia Affiliates Advisory Board asked CBS to reconsider its policy. This was done and in January when the Affiliates Advisory Board met again it was decided that network service should be made immediately available to FM stations owned by CBS affiliates, with the provision that all commercial CBS programs receive equal treatment during each FM station's hours of operation.

Argument for dual operation, is summed up as follows:

a) Except for clear-channel stations, which will presumably continue to render remote rural coverage by AM transmission, the end result of FM for any present AM licensee who builds an FM transmitter will be to discontinue AM operations when his area is saturated with FM receivers.

b) At the point of this end result the question of separate programming or duplicate programming vanishes entirely. This should hold true for 80% or 90% of present AM licensees.

c) Since the end result of either policy, that is duplicate or separate programming, is identical, the difference between the two policies lies wholly in its effect during the transition period.

d) During the transition period, separate programming, as pointed out, will tend to reduce program quality both on AM and FM stations. It would greatly retard the growth of FM listening by starving FM services of the outstanding popular American programs. This is due in turn to the fact that a discriminatory practice between sponsors of radio programs is untenable. In addition, separate programming would in effect ask present AM licensees to compete with themselves to destroy progressively the value of their own AM circulation, to invest their own capital and creative energies to undermine their own public service and economic position.

e) Duplicate programming during the transition period would, on the other hand, maintain the maximum level of program quality, would encourage each AM-FM licensee to stimulate FM development in order to shorten the transition period, would allow each AM licensee to enter FM broadcasting without facing the dilemma of divided interests and without jeopardizing the place in his community which he has earned for himself over a period of years. It would also hasten the transition to FM by encouraging the purchase of FM receivers by persons unable to purchase either a combination set or both AM and FM sets.

Stating that no change in its present policy is contemplated, CBS continued: "We feel that program service of strong listener appeal should not be used to stimulate widespread construction of FM stations and widespread FM set ownership, if listeners and station owners are to be deprived of this program service at some later date."

Expressing hope that the FCC will shortly "give the industry formal assurance that it may continue to supply FM listeners with the program service they prefer," the letter concludes with a request "that if the Commission does not feel it proper to take this action on its own motion, a hearing be held on the question and that we be given an opportunity to appear."

Mark Woods, Blue Network president, in a letter to the Commission on Saturday, stated that the Blue "intends to do everything possible to advance the progress of FM broadcasting since we believe it is an improved technical method of providing program service."

Pointing out that the Blue has applied for FM stations in New York, Chicago and Los Angeles, Mr. Woods said, "We have informed our affiliated stations that we propose to make our program service, both commercial and sustaining, available for broadcasting over FM stations operated by them. We have not, owever, incorporated in our affiliation contracts any provisions respecting FM."

ROMANCE in the time department of Russel M. Seeds Co., Chicago, will be climaxed by the marriage of June Rollinson and Hub Jackson on June 29. The two timebuyers will leave for a cruise on the Jackson boat following the wedding.

Television Seen as Benefit to Publishers And Possible Impetus to Motion Pictures

TELEVISION will help, not hurt, the publishing business, William Kostka, managing editor, *Look* magazine and former head of the NBC Press Dept. told last Thursday's meeting of the television seminar of the Radio Executive Club, New York.

Speaking on the impact of television on publishing, Mr. Kostka declared: "Anything that will tend to raise the cultural or literary level of the nation will benefit the publishing industry. If television becomes a great educational medium, if it will inspire in American homes interest and curiosity in new or old subjects, that education, that new interest and curiosity will eventually lead televiewers to seek further information in printed material—in books, magazines and newspapers."

"Radio did not kill newspapers and magazines as some predicted it would," Mr. Kostka continued, stating that from 1927, when radio became a national economic factor, to 1943, magazine circulation increased from 35,800,000 to 63,463,000 and daily newspaper circulation from 63,435,000 to 81,684,000. Similarly, television will have a beneficial effect on all types of publishing, he predicted.

Even on the advertising side, Mr. Kostka believes that although television at the outset may take revenue from other media, this will be only temporary. "If advertising by television results in greater sales," he said, "the firms sponsoring that advertising will eventually have more revenue to spend and will increase their total appropriations. If television fails to sell more merchandise, if it proves more expensive per item sold, it cannot be an important competitor or either radio or publishing."

Paul Raibourn, economist, Paramount Pictures, speaking on the impact of television on motion pictures, said that no way is now known to handle Grade A feature pictures, costing from $8,000 to $25,000 a minute, profitably except by a direct return from every possible member of the audience, which is now collected by the theatres, but B and C pictures and shorts, he said, cost from $1,000 to $8,000 a minute, with the "lower range of picture costs beginning to merge with the higher range of sound broadcasting costs".

Radio Leads Field In Rise of Media

McElroy Asserts Air Brings More Sales Per Dollar

"RADIO advertising has had a tremendous growth in this country at the same time that magazine and newspaper advertising have failed to keep pace," Neil H. McElroy, vice-president of Procter & Gamble Co., in charge of advertising and promotion, said last Thursday at a luncheon meeting of the Newspaper Representatives Assn. of New York.

"To my mind there is only one reason for this," he continued, "that is that radio demonstrated its ability to give a large number of advertisers more sales per dollar of advertising expenditure. Radio advertising will doubtless continue to increase until the economics of the medium change either because of increased costs of time and talent or because the increase in number of radio networks reduced the attainable coverage of any individual program.

No Media Preference

"Our company has been a large user of radio in recent years," Mr. McElroy said. "We have not ranked with the largest users of daily or Sunday run-of-paper newspaper space. This has not been true because of any basic preference on our part for one medium as against the other. Quite the contrary, we are just as anxious to find a way of using newspaper advertising to lift the level of our business as we are to get that same result from radio."

Expressing the view that "advertising is a sufficiently important part of our business that we should be able to find productive ways of using any and every major medium that comes over the horizon," Mr. McElroy declared that "in highly competitive business an advertiser will have no choice but to use the most economical advertising medium in the field. If he does not do this, his business will not survive."

Radio Parts Held Down

NO MARKED increase in radio and electronic equipment supplies for civilians is likely in the near future, WPB officials told the Electronics Distributors. Industry Advisory Committee at a meeting last week.

Discs to Archives

COMPLETE NBC invasion coverage, a 36-hour word picture of D-Day, will be kept for posterity in the National Archives in Washington. The 72 records, one-half hour each, have been cut and sent to John G. Bradley, chief of the division of motion pictures and sound recordings of the National Archives, who requested them from Frank E. Mullen, NBC vice-president and general manager.

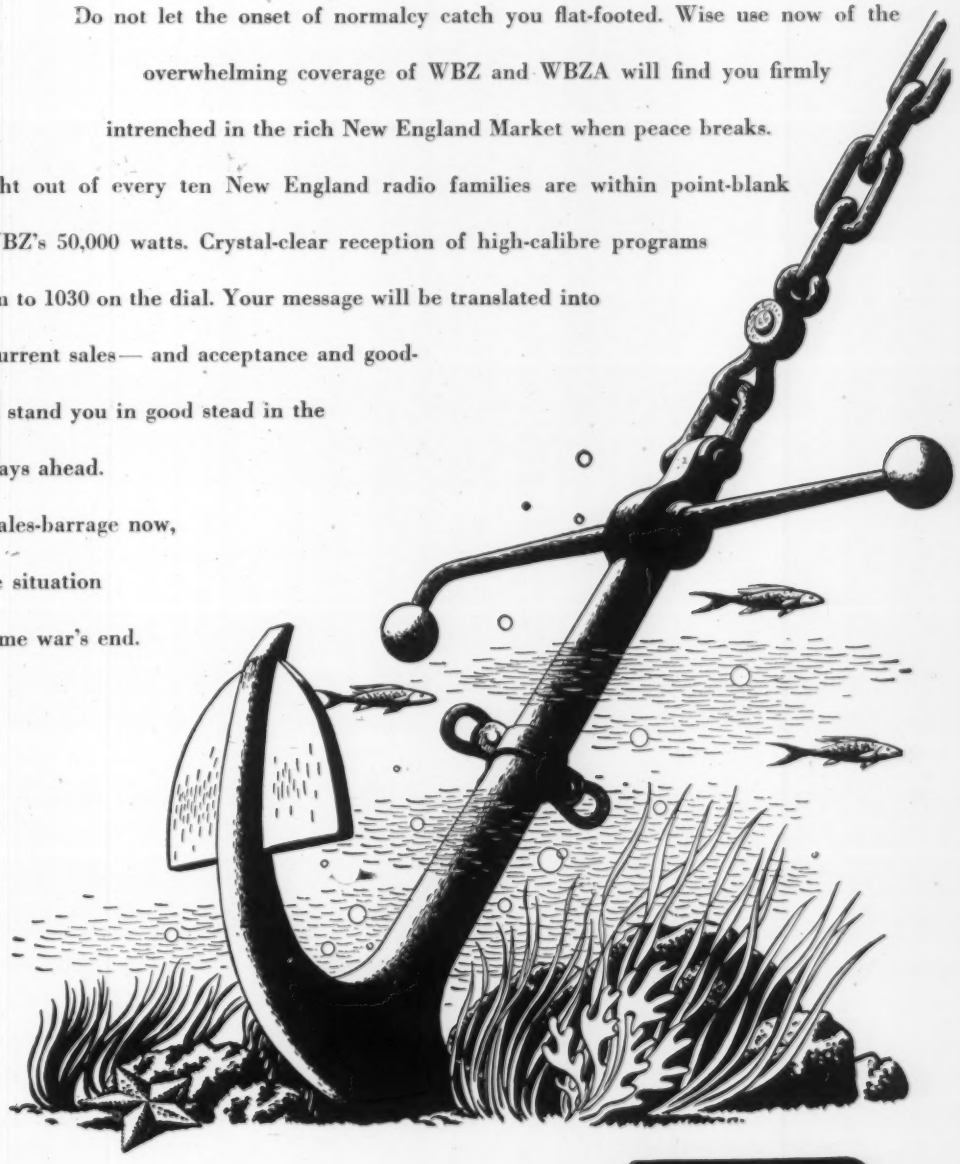
ANCHOR TO WINDWARD

Seller's markets are not normal — and they're not healthy. One of these days, the honeymoon will end rather abruptly. Consumers will again become brand-conscious, quality-conscious, value-conscious — selective in their buying.

Do not let the onset of normalcy catch you flat-footed. Wise use now of the overwhelming coverage of WBZ and WBZA will find you firmly intrenched in the rich New England Market when peace breaks.

Eight out of every ten New England radio families are within point-blank range of WBZ's 50,000 watts. Crystal-clear reception of high-calibre programs lures them to 1030 on the dial. Your message will be translated into terms of current sales — and acceptance and good-will which will stand you in good stead in the more competitive days ahead.

Lay down your sales-barrage now, and you'll have the situation well in hand, come war's end.



WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

WBZ
WBZA
BOSTON – SPRINGFIELD

Inside the London Broadcasting Pool

Cramped Facilities for Radio Men Covering The Invasion

This account of the network pooling operations in London was shortwaved to CBS New York, recorded there for BROADCASTING. *Its author, Edward R. Murrow, CBS European Staff Chief, took time off from his 16-hour daily working schedule to report on how the correspondents' war coverage pool looks from the inside. Two weeks ago,* BROADCASTING *printed the story of radio's pre-invasion preparations, by Stanley Richardson, NBC London Bureau Chief.*

By EDWARD R. MURROW,
Chief, CBS European Staff

WE STILL aren't sure what happened to all the planning. It went on for weeks and months before D-Day. For me it was just one committee meeting after another: discussions about censorship, about portable transmitters. The American correspondents in London had a three-man committee; Clark Bunnelle, of the AP; Helen Kirkpatrick of the *Chicago Daily News;* and myself. The talks ranged over everything. Most of them were with officers of SHAEF.

Mr. Murrow

How many hundreds of thousands of words could be moved by cable from London? How could we get more radio channels? How was the allocation of correspondents on the assault phase to be handled? What would be the best hours for the release of the communique? The whole thing was a small staff conference on the movement of news. The three of us had a hard time writing a story or doing a broadcast. Those meetings were unending. They gave me a better idea of eternity than I ever got in Sunday school and the meetings weren't finished when the call came.

SHAEF Conference

It had been agreed that one man from each bureau would be summoned for a conference at SHAEF. Once there he would be locked up and couldn't get out till the communique was released. A few days before our combat correspondents had been called, I got a curt note from the PRO, saying "please report to me at such and such a place at 10 tomorrow morning as I have an assignment for you." That was all. Just an assignment. Our recording gear was ready. The boys had turned in their bed rolls several days before. We had planned the studio from which the communique was to be announced. There were meetings and more and more meetings. At some of them Col. David Sarnoff and Bill Paley, radio chiefs of SHAEF's political warfare force were present. Both men are on leave from their home jobs.

During those meetings, their hired hands, the men who work for NBC and CBS, sometimes disagreed with their distinguished bosses. When the combat correspondents were called, they just walked into my office, said "so long", addressed a letter to be mailed and departed. They'd been to war before.

I think the telephone call reached me about six in the morning, I can't remember. The past, all that happened before, is now unimportant. That's one of the nice things about broadcasting. You always live in the future. The piece you've just done, the plans you made yesterday are all unimportant. Only the thing coming up matters.

I remember being quite sure that Larry Lesueur would miss the boat. Each time he had headed for an airfield or a press conference, he'd taken the wrong train or had been unable to find a taxi or something. I was certain he would turn up on the Isle of Wight instead of in France. The happenings of that early morning of D-Day are lost in the fog of war.

Here in radio headquarters in the basement of the Ministry of Information Building, the sound of a Navy recording seeps through a door.

There is practically no ventilation. One man tries to call New York on the Signal Corps transmitter. Another is trying to book the trans-Atlantic circuit. One man is sleeping on the floor.

A newspaperman came in to do a broadcast for an American network. After ten minutes of this, he said: "I can't stand it. No man can write a piece in this atmosphere." Maybe he's right.

Reporters come in fresh from planes and landing craft, the dust of Normandy still on them. As they sit down at a typewriter, you notice that they look more healthy than the people who have worked in this hot-box since D-Day. In the next war I want to be a reporter, having nothing to do with the whole administrative set-up.

Right here, now, you can hear one well-known American commentator talking about his commercial contracts last year. He's a new arrival. Two feet from him, a reporter who dropped with the parachutists is trying to write his story. A censor is querying another man about some reference to the weather. We are about to draw up a petition about Wright Bryan. He's about six foot four and we maintain he takes up too much room in the work-room.

Pool broadcasting quarters, in the basement of the Ministry of Information building, consist of seven tiny rooms and an even smaller bar. The work room, only seven by six paces, manages to hold nine men and their typewriters. This one is the pool room, where members of all the major broadcasting networks write their copy. There is a small room for the censors, and two others for Army and Navy recording gear. Three other tiny cubicles—probably once used for a storage—are the actual broadcasting booths, the largest of which is only eight by ten feet. Completing the picture is a tiny bar. The bar's daily quota is two bottles of Scotch. That quota has to do for all the broadcasters, writers, technicians, censors, and any others who use the facilities!

There are no filing cabinets down here, no desks, just a long table, ringed with typewriters. There aren't enough chairs. When you want to write a story, you can generally get someone to let you sit down. It's a triumph of cooperation between the American networks that no man has yet been forced to write his story standing up. We're still pooling copy. The broadcast of each man pours out of the loudspeaker into the work-room. There are very few secrets. This is really a pool room. But there isn't room enough to play that particularly game. The butts of the cues would be hitting the walls. Under such conditions, one is not disposed to recall those days before this operation began—

All attention is centered on moving the next story. This broadcasting business is becoming more and more complicated. But I don't know anyone who would want to be doing anything else.

Right now we are waiting for that beachhead transmitter to start calling us. We don't know when it will happen, but when it does come through, no matter who is talking on it, we will all be pleased. For it will mean that the microphone has moved closer to the war, and our job is to bring this war just as close to the American people as we can.

BACK IN THE U. S. after six weeks at the battle fronts, E. R. Vadeboncoeur, WSYR Syracuse news analyst and commentator (left), is interviewed by A. B. Merrill, president of the First Trust & Deposit Co., Syracuse, on the subject of his trip to the South Pacific. Mr. Vadeboncoeur interviewed Gen. Douglas MacArthur during the six-week tour, and flew several thousand miles over enemy territory. Incorrect photo was run in the June 19 BROADCASTING.

Fast Transmission To-From SHAEF

60-Word Teletypes Circle the Globe in Only 3½ Minutes

INSTANTANEOUS contact between the Supreme Headquarters of the Allied Expeditionary Forces and the War Dept. in Washington has been made possible through ultra-high speed radio channels now in operation, the War Dept. announced last week. Not only does this system enable news direct from the front lines to reach Gen. Eisenhower's headquarters in a matter of seconds, but also provides for constant contact with the Army High Command in Washington.

Communications control "unrivalled in the annals of warfare" has been maintained without a break since the first landing ship left England for the invasion coast. To eliminate the dependence on wire lines for remote control operations, the Signal Corps has made full use of radio links between the powerful Signal Center (WAR in Washington) and transmitting and receiving points throughout the battle areas.

Conversion of a majority of the channels to 60-word-a-minute radio teletype systems has speeded communications to the point where a message can completely encircle the world in 3½ minutes. This was demonstrated a few weeks before the invasion when Brig. Gen. Frank E. Stoner, Chief of the Signal Corps Army Communications Service, sent the words "This is what God hath wrought" around the globe in a little more than three minutes.

The Signal Corps 40 kw single side-band radiotelephone station in England received the highest praise from the American networks covering the invasion. All four major networks stationed in the area use the channel which can be switched into the controls of the BBC so that all BBC broadcasts, even including those from the beachheads, are available to the American networks.

Need a Cook?

TO THE purchaser of the biggest War Bond, WOV New York offers the services of a first-rate cook—news staff member Giuliana Gerbi—who will prepare a complete dinner for the winner.

"WHEELHORSE OF MURDERERS' ROW!"

AN ADVERTISING AGENCY HAD THIS TO SAY ABOUT WWVA:

"WWVA, Wheeling, West Va., is the Wheelhorse of Murderers' Row! Manages regularly to bring outstanding results. It's a top-flight station."

We say double check on that "Murderers' Row" business. You've just got to be a good old "Wheelhorse" to keep pulling the campaign wagon in which rides the inhabitants of "Murderers' Row."

It may be More Mail, More Box Tops, More Sales, More Dealers, More Volume or all of them put together. There's no let-up from that gang of tough taskmasters, but we crave their lively company.

"WHEELHORSE OF MURDERERS' ROW"--THAT'S US!

50,000 WATTS

WWVA
WHEELING, W. VA.
50,000 WATTS
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

BASIC BLUE NETWORK

REPRESENTED BY JOHN BLAIR & COMPANY

CHARTING COURSE for future months, these executives of ninth district CBS affiliated stations met with those of the network for a single day conference in Fresno, Cal. on June 12. Besides an FM presentation and CBS directorate report, programming problems were covered in streamlined session.

At luncheon which followed were (l to r, seated) Ralph R. Brunton, owner, KQW; Clyde F. Coombs, vice-president and general manager, KARM; Howard Lane, CBS New York director of station relations; Mrs. Royal Miller, general manager, KROY; Donald W. Thornburgh, CBS West Coast vice-president; Eldora Roth, secretary and merchandising manager, KARM; William B. Lodge, CBS New York director of engineering; E. F. Peffer, owner, KGDM; (standing, l to r), Ned L. Brown, commercial manager, KARM; Royal Miller, owner, KROY; Richard Evans, chief engineer, KSL; Rowland Spence, chief announcer, KIRO; H. Perry Driggs, promotion manager, KSL; Wallace Brazeal, program manager, KFPY; Edwin W. Buckalew, CBS Western division station relations manager; Arthur L. Bright, vice-president and general manager, KFPY; John L. Hogg, commercial manager, KOY; Charles E. Morin, sales manager of Columbia Pacific Network; Albert D. Johnson, manager, KOY; H. J. Quilliam, vice-president and general manager, KIRO; C. L. McCarthy, manager, KQW; Arch L. Madsen, assistant to manager, KSL. Attending, but not pictured was Lee Little, manager, KTUC.

WLB Rule on Recording Case Draws Sharp Press Criticism

Petrillo Denounced for Defiance of Order; Network Subsidiaries Await Board's Opinion

WHILE the network recording companies continued to withhold comment on the National War Labor Board's order lifting the ban on the making of records, pending issuance of the formal opinion on the case, sharp criticism of the Board's action was reflected last week in newspaper editorials.

The Board itself remained silent as to its course of action in view of the refusal of James C. Petrillo, president of the American Federation of Musicians, to comply with the order [BROADCASTING, June 19]. It is understood that no move will be made until the recording companies have stated their position. The opinion, expected last week, will likely be forthcoming early this week.

"A Law Unto Himself"

Mr. Petrillo's defiance of the Board order occasioned vigorous attacks by several leading newspapers. The Philadelphia *Inquirer*, in lambasting the "high-riding platter potentate" for not being satisfied with "seven-eighths of the loaf", asserted that Mr. Petrillo "has been a law unto himself too long" and urged that Congress take steps to remedy the situation "if Petrillo is beyond control of the wartime anti-strike legislation".

"It seems to us", the *Inquirer* declared, "that whether or not recording can be classed strictly as a war industry, canned music is not only a necessity for small broadcasting stations but a factor in maintaining wartime morale. Surely it's more of a war industry than Montgomery Ward's retail business. On the other hand, for the Government to take over the big recording companies in order to put Petrillo's tune grinders to work would solve nothing".

The Baltimore *Evening Sun*, viewing the Board's order as a "rather complicated but decidedly pro-Petrillo ruling", lamented the AFM leader's "customary gesture of defiance". Citing Mr. Petrillo's declaration that "the AFM is not sending the men back to work until they get a contract", the *Evening Sun* concluded: "The musicians of the country and organized labor generally may well pray to be delivered from a champion who so regularly rubs the public the wrong way".

A Challenge to Board

The Philadelphia *Bulletin* regarded Mr. Petrillo's resistance as a challenge to the Board's authority. "Here is defiance of virtually the same sort evidenced by John L. Lewis and Sewell Avery", declared the *Bulletin*.

The *Wall Street Journal*, citing the order as "another illustration of how the Board invites defiance by stretching its authority to the breaking point", criticized the Board for inconsistency in directing that unemployment fund payments be negotiated.

"Why", the *Journal* inquired, "did they suppose a ruling which as good as confesses its own lack of legal basis would move Mr. Petrillo to substitute negotiation for the exercise of a dictatorial power which has already forced several score of minor recording companies into submission?"

Leaves Issue Befogged

Fred Perkins, writing in the Washington *News* and other Scripps-Howard papers, termed the Board's decision one "that left the main issue still befogged" and ascribed the conflict in the order and "failure to give a clear pronouncement on whether it thinks labor unions should be beneficiaries of royalty funds collected from employers" to disagreement between the members representing labor, public and industry.

"The main issue from the public standpoint," Mr. Perkins pointed out, "is whether it is proper and also legal for a labor union to require royalty payments direct to the union from employers of the union's members, without restriction on how the money shall be used by the union."

Several newspapers saw a parallel between Mr. Petrillo's defiance of the Board order and the Montgomery Ward case. Phelps Adams, Washington correspondent for the New York *Sun*, suggested that enforcement of compliance "promises to prove deeply embarrassing to the board and conceivably may cause a few unhappy moments to the offices of Attorney General Francis Biddle".

The Washington *Star*, posing the question as to whether other unions will ask to apply the royalty principle, notes Mr. Petrillo's defiance of the Board order and his assertion that he will take the case to the courts on the ground that he is not a war industry. The *Star* wonders "whether, in the meantime, he will follow Sewell Avery out of his office in the arms of soldiers while some appropriate branch of Government seizes and occupies the headquarters of the American Federation of Musicians . . ."

New 'WJW'

NAMESAKE of WJW Cleveland, is the new son of Hal Waddell, national sales director of the station. The new arrival's name is William James Waddell or if you prefer, "W. J. W". Time of arrival for "W. J. W." was 8:48 and that's pretty close to 850 on your dial—WJW Cleveland, says Pa Waddell.

AFM Strike Ban Remains in Effect

Minnesota Court Refuses to Lift Order Against Union

EFFORTS of the Minneapolis Musicians Assn. to violate a directive of the National War Labor Board terminating a strike against the Minneapolis studios of KSTP were stopped last Friday in Hennepin County District Court when Judge Paul W. Guilford refused to lift a restraining order preventing the union from holding a meeting to vote on strike action.

Appearing at a hearing before Judge Guilford to show cause why the order, issued June 17, should not be continued in force until the regional WLB issues its decision on the case, union representatives filed an affidavit of prejudice against the court. Judge Guilford told the union he would attempt to find another judge but ruled that no meetings could be held in the meantime as the injunction continues for 30 days.

The union then asked to withdraw its affidavit of prejudice. Judge Guilford ruled such a request would have to be submitted in writing. The union agreed and the court ruled it would take the matter under advisement.

Prior to the union's appearance, attorneys for KSTP pleaded before Judge William A. Anderson that the case be referred back to Judge Guilford, who originally issued the injunction. KSTP then filed an affidavit of prejudice against Judge Anderson and the court had no alternative but to refer the case to Judge Guilford.

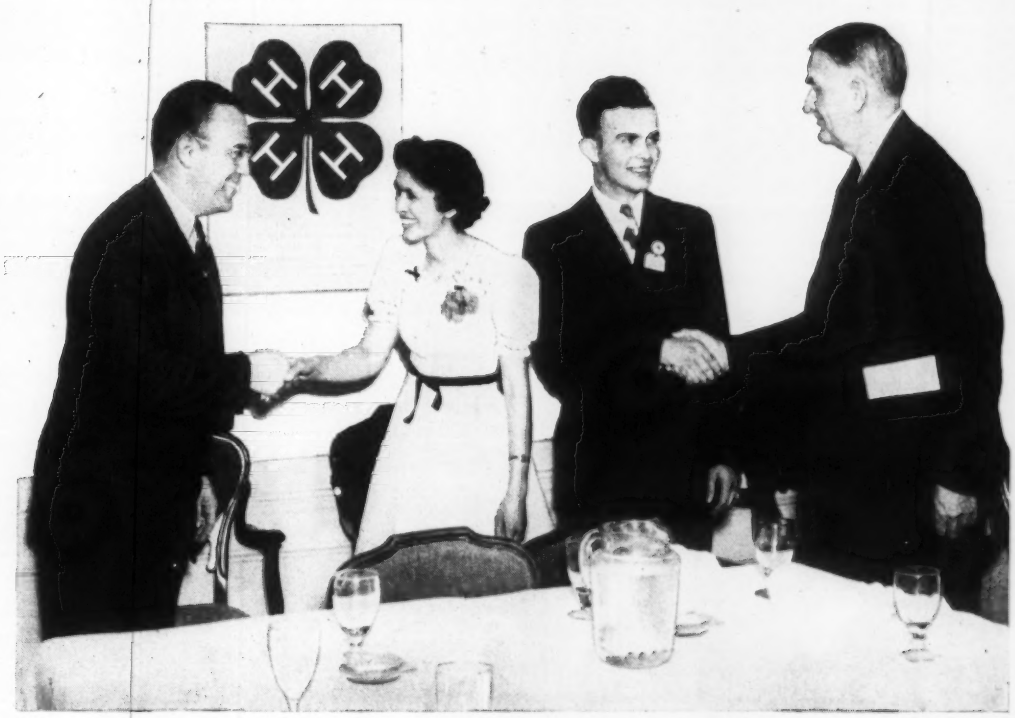
Messrs. Guilford and Anderson are the only judges available at present.

Judge Guilford's order enjoins the union from conducting any meeting "in which any vote shall be taken ordering musical services to be withheld from KSTP" and also restrains the union from "in any manner violating terms and conditions of the directive order of the War Labor Board or doing anything which would create a work stoppage in the Minneapolis studios."

CIO Threatens to Appeal Alleged Discrimination

A CAMPAIGN against stations which adhere to the NAB code may be conducted through FCC petitions by the CIO, an editorial in the June 19 issue of the *CIO News*, inferred. Titled "Vanishing Freedom of the Air," the CIO publication deplored discontinuance of the NBC weekly broadcast, *Labor for Victory* in which the AFL and CIO alternately conducted the program and commented:

"About the only legal recourse labor has at present against all these discriminations is to appeal to the FCC against renewal of licenses" for failure to operate in the public interest.



KFAB Awards Scholarships To 4-H Club Winners . . . .

This annual presentation of the KFAB Scholarship Awards at Lincoln, Nebraska, during 4-H Club Week is another service rendered by the BIG FARMER STATION to its town and farm communities.

Pictured above at the left is Hugh Feltis, of KFAB, congratulating La Rayne Steyer of Exeter, Nebraska, the girl winner. On the right is W. H. Brokaw, director of the extension service of the Nebraska College of Agriculture, shaking hands with Robert Cole of Plattsmouth, Nebraska, the boy champion.

These scholarships were awarded to the boy and girl champions of a statewide KFAB 4-H Club sponsored public speaking contest. The two victors were each presented with a $150 scholarship to the University of Nebraska.

These winners are typical of the aggressiveness and sincerity of over 30,000 4-H Club members in the vast KFAB area. For more than 20 years, KFAB has served these boys and girls and their families. If you have a message for farmers in this area, let the BIG FARMER STATION tell the folks all about it.

"The BIG Farmer of the Central States"

KFAB

LINCOLN, OMAHA

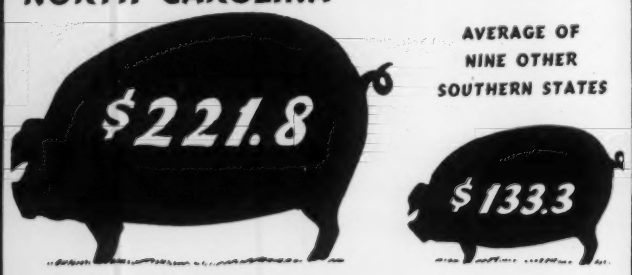
780 KC - 10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

NORTH CAROLINA is the SOUTH'S No. 1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)



Source: — Department of Agriculture, 1940

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES

FCC Starts Study to Compile Record of Station Equipment

AN IMMEDIATE survey of equipment of all standard broadcast stations is being undertaken by the FCC engineering department under forms approved by the Bureau of the Budget (303-A and B) as part of the Commission's revised form governing renewal of broadcast station licenses.

Form 303-A, covering information on stations using non-directional antennas, and 303-B for those using directional antennas, will be dispatched to stations by the FCC's engineering department, so that a full record of equipment on hand will be available. When stations file their first renewal applications under the new three-year tenure, the technical information will not be sought, unless substantial changes in equipment have been made. Thereafter, the information, as part of the renewal form, will be requested each three years, along with the renewal [BROADCASTING, June 12].

Budget Bureau Approves

The Bureau of the Budget, in approving the exploratory forms, also authorized the immediate technical survey, but with the understanding that similar information would not be requested within a year on renewals.

The revised renewal form 303, plus the supplements, elicits from stations far more information than heretofore requested in connection with renewals. In addition to the comprehensive engineering data—sought for the first time—the form sets out a new method of breakdown of programs to show the amount of network service used by stations, as well as the distribution between commercial and sustaining, and live talent and recordings. Detailed information on network programs is sought. The new renewal form, minus the engineering supplements, will be used effective Aug. 1 for licenses which expire Oct. 1.

Form 303-A, dealing with non-directional antennas, covers six pages and requires notarization. Names, types and descriptions of all equipment used is required, along with automatic temperature control, frequency monitor, antenna design construction and performance, and related data. The names of all parties who prepared or assisted in the preparation of the information is requested, including consulting engineer.

Form 303-B, dealing with stations using directional antennas, is even more detailed, covering 11 pages. It asks similar information on all equipment, along with most complete data on directional operation, phasing and readings. Stations are asked to attach sketches of their antenna systems, identifying each element by a number. Names of all parties assisting in the preparation likewise are required.

CBC Record Log

CANADIAN stations which rebroadcast Canadian Broadcasting Corp. network programs by transcription must wait three hours after the original live show to air the transcription, under CBC regulation 7 (m), released by Jack Radford, Toronto, CBC supervisor of station relations. The new rule, designed to avoid a simulation of a network, provides a lapse of three hours between actual network broadcast and the rebroadcast.

WOR Dart Map

ADVERTISERS, agency men, and their families will welcome the latest promotional piece sent out by WOR New York—a dart gameboard in the form of a green, blue, red and white map of the stations coverage area. Accompanying instructions show how to play "Hit Treasure Island with WOR." Players are told to aim at one of the 16 WOR markets marked on the map, scoring 50 points for the bullseye, the New York metropolitan area. Station expresses the hope that players will be reminded of "the ease and economy with which WOR can thrust your message into the greatest concentration of densely-populated sales-treasure spots in the eastern United States." Presentation is a sequel to the WOR "Treasure Island" promotional map issued some time ago.

Fibber Tops Canada

FIBBER McGEE & MOLLY remained in first place in the June Canadian evening popularity poll with a rating of 34.7 as against 38.4 in May, according to the Elliott-Haynes ratings issued June 19 at Toronto. Jack Benny placed second with 32.3, followed by *Radio Theatre*, Bing Crosby Music Hall, Bobe Hope, *Aldrich Family*, *Treasure Trail* (Canadian program), Fred Allen, *Album of Familiar Music*, *Fighting Navy* (Canadian program), *John & Judy* (Canadian program), *Waltz Time*, *Alan Young Variety Show* (Canadian program), *Information Please*, and *Victory Parade* (Canadian program). Sets in use in June dropped to 46.1 for the leading program from 47.6 in May. The five leading French evening shows, all Canadian originations, were *Course au Tresor*, with a rating of 29.6, followed by *Ceux Qu'on Aime*, Les Secrets du Dr. Morhanges, Radio Theatre, and *La Mine d'Or*.

JIM KRAUTTERS of WLW Promotions Inc., Cincinnati, has received word that his 3 year-old pedigreed police dog, "Duke," has lost his life in the "service of his country." "Duke", who was in service for over a year, was lost in the Pacific area.

A Market Built For Two.....

TEAMED together, the two great New York markets reached by WOV, give this important station a continuous, balanced listener audience every hour of the night and day ● In the daytime, WOV dominates metropolitan New York's Italian-speaking audience with a Pulse rating that reports as high as 76% coverage of the 520,000 Italian radio homes ● In the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV covers more radio homes than any other New York Independent station . . . at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.

WOV
New York
THE KEY TO TWO MARKETS

Memphis is the world's largest hardwood lumber market, and one of America's most important wood working centers. There are more than a thousand mills in this area!

WMC, the station most people listen to most in the Memphis area, is the outstanding selling medium of this 12th largest trade area in America.

WMC

★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK

MEMPHIS, TENN.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

★

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

MEMBER OF SOUTH CENTRAL QUALITY NETWORK { WMC · Memphis WJDX · Jackson, Miss. KARK · Little Rock WSMB · New Orleans KWKH · KTBS · Shreveport

97% of 'Companion' Readers Own Sets

Survey Discloses 65% Plan Post-War Radio Purchases

RADIO ownership of 97% among readers of *Woman's Home Companion* is shown in a survey conducted by Crowell-Collier Publishing Co., New York. In upper income groups ownership reached nearly 100%. In the lower brackets it was 89%.

Based on a 64% return (931 homes) to a questionnaire mailed to 1,600 readers, the survey disclosed an average of 1.7 radios per home, with 49% owning one set, 37% two and 10% three. Of the total, 22% reported at least one set out of order and 15% of all radios not in satisfactory working condition.

Television, FM Interest

Post-war buying plans contemplate new radios in 65% of the homes, with the biggest demand for radio - phonograph combinations. Only 3% specified television receivers. Tone quality will be given first consideration by 80% of the women canvassed. Manufacturers' reputations were rated second and appearance of receiver third.

Only 35% were familiar with FM. Of that group 84% consider FM a necessity in the next radios they buy. Sample comments on FM included such remarks as: "At first I liked FM; not too much advertising"; "It depends on how FM develops"; "We're very interested in FM and believe it will be the coming improvement in radio." One reader wrote, "I don't consider FM necessary in a receiver until all major broadcasting stations use it."

WDBJ Anniversary

WDBJ Roanoke, Va., will celebrate its 20th anniversary June 20. Ray P. Jordan, manager, will celebrate on the same date, having been with the station since its inception. Paul Hollister, CBS vice-president in charge of advertising, has sent a two-minute congratulatory transcription for the occasion. Station is a CBS affiliate.

"A PEOPLE'S INDUSTRY", said Louis B. Mayer (right, head of M-G-M studios, speaking of radio during a closed circuit address to exhibitors previewing the five-weekly quarter-hour *M-G-M Screen Test* on Mutual stations. He endorsed theatre use of radio as an advertising medium. Lewis Allen Weiss (center), vice-president and general manager of Don Lee Broadcasting System, introduced Mr. Mayer, with Louis K. Sidney, general executive of M-G-M and former manager of WHN New York.

Post-War Radio Future Bright, Says Rasmussen

SPEAKING before the Advertising and Sales Executive Club of Kansas City June 19, J. H. Rasmussen, commercial manager of Crosley Corp., predicted that within three or four years after television gets under way commercially, more than 30,000,000 persons will be able to receive video transmission. Mr. Rasmussen revealed that an estimated pent-up demand for 20,000 sets exists, which will be expanded as television and FM become available. In his speech Mr. Rasmussen summarized his views of what the future holds for various other electrical products and appliances, in addition to radio. Pointing out that the radio industry produced 13,000,000 receiver sets in 1941, Mr. Rasmussen said that the industry will this year produce $3,000,000,000 worth of signal and communications equipment for the armed services alone—more than ten times its 1941 production.

Mr. Rasmussen

OWI PACKET, WEEK July 17

Check the list below to find the war message announcements you will broadcast during the week beginning July 17. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Prepare for Winter	X	--	--	--	--	--	--
War Bonds	--	X	X	X	X	--	--
Economic Stabilization (prices)	X	--	--	--	--	--	--
Home Canning	X	--	X	--	X	--	--
WAVE Recruiting	--	X	X	X	X	--	--
V-Mail	--	--	--	--	--	X	X

See OWI Schedule of War Messages 147 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

THE BLUEGRASS GETS THE *Blue*

.... *Blue* GETS THE BLUEGRASS

On July 1st, 1944

WLAP—The only station exclusively serving Lexington's rich ($92,000,000 annual retail sales), populous (350,000 people) Bluegrass market, proudly announces its BLUE affiliation on July 1st . . . bringing BLUE programming to 71,110 Bluegrass radio homes.

WLAP *Lexington, Kentucky*

• BLUE J. E. WILLIS, Manager • MUTUAL

— The Thoroughbred Station —

OTHER NUNN STATIONS— **WCMI** Ashland, Ky.-Huntington, W. Va. **WBIR** Knoxville, Tenn. **KFDA** Amarillo, Texas

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

Blue Exchanges Programs With Brazil; Four S. A. Stations' Time Now Available

AN ARRANGEMENT for exchange of programs between the Blue Network and the four Brazilian stations owned by A. J. Byington Jr., which in effect makes these stations Blue affiliates in Brazil with guaranteed time periods for Blue programs, was announced last week by Edward J. Noble, chairman of the board, Blue Network Co.

Agreement calls for the exchange of some sustaining program material between the two countries, but is understood to be primarily a means for placing the Brazilian stations at the disposal of American advertisers whose products have distribution in Brazil. Four types of service are offered:

1. Advertisers sponsoring musical programs on the Blue may have these programs recorded at the time of broadcast, with program continuity and commercials dubbed in by a Portugese-speaking announcer. The transcriptions will then be flown to Brazil for broacasting.

2. If simultaneous broadcasting of such programs in both countries is desirable, program could be sent to Brazil via point-to-point commercial communications facilities as it is broadcast to the Blue Network in the U. S., with the Portugese announcements cut in from a separate studio.

3. Advertisers can have programs specially produced for the Brazilian audiences in the Blue studios—dramatic, news, variety and other programs in which dialogue is an important part—such programs either to be recorded and flown to Brazil or sent point-to-point if, as in the case of a news program, speed is required.

4. Advertisers may have programs prepared in script form by the Blue and the scripts sent to Brazil for production and broadcast locally with native talent.

Blue-Byington pact, first venture of the Blue into the international field, is reported to have been approved by the governments of both countries. Plan is the forerunner of a number of similar arrangements with broadcasters in other countries, both in Latin America and in Europe and Asia. Some of these agreements may be concluded in the near future, with orders awaiting the end of the war.

Rates Vary

Stations covered by the Brazilian deal are: PRA3 Rio de Janeiro, PRB6 Sao Paulo, PRF7 Campos and PRB2 Curityba. Four-station hookup, said to cover 80% of the potential audience in Brazil, is available at the following rates: 8 a.m. to noon, $300 an hour; noon to 2 p.m., $450 an hour; 2 to 6 p.m., $300 an hour; 6 to 11 p.m., $600 an hour. Advertisers spending more than $200 weekly for 13 weeks or longer earn rebates ranging from 5%, to 15% for those spending more than $600 weekly. Discounts of 5% for 26 weeks and 10% for 52 weeks are also allowed.

In addition to the four Byington stations, it is possible for other Brazilian stations to be added, either by transcription or with the programs relayed by wire or point-to-point radio to the additional outlets.

Announcement of the Brazilian agreement follows by two months the creation of the Blue's international division and the appointment of Donald Withycomb, for the previous three years head of the Brazilian Section of the Office of the Coordinator of Inter-American Affairs, as its manager [BROADCASTING, April 10].

New Canada Outlet

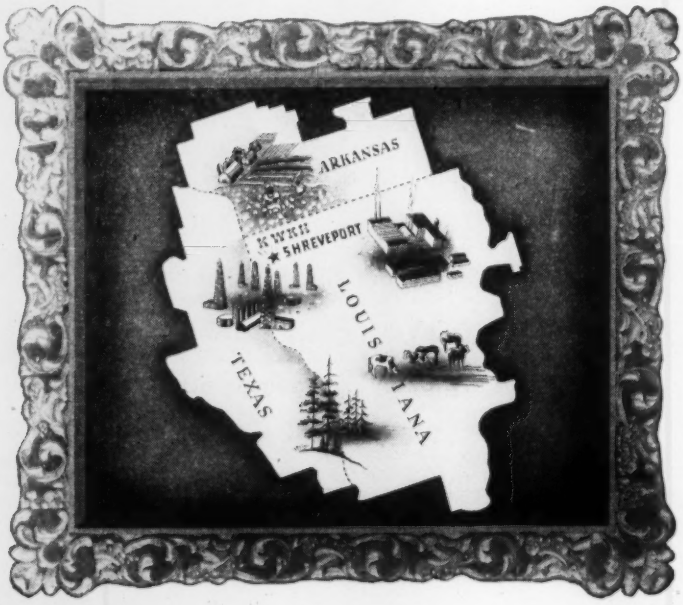
CKNW are the call letters of a new 250 w station on 1230 kc at New Westminster, B. C., licensed to William Rae Jr., Vancouver. CKNW will be located in the Queensborough District of Lulu Island, New Westminster.

MBS, MEXICO NET SPONSORSHIP PLAN

PLANS are now under consideration for what will probably be the first international network radio advertising by direct wire between this country and a non-English speaking nation, and for developing an interchange of programs between the United States and Mexico designed to further an understanding between the two countries, it was disclosed last week at MBS New York headquarters by Jose Yturbe, president of Radio Mil, Mexican chain affiliate of Mutual, and by Miller McClintock, MBS president.

A number of Mexican producers of mass consumption commodities are interested in the American network audience, and some are considering a combined Radio Mil-Mutual hook-up, it was learned. Conversely, with a substantial percentage of American producers having some Mexican distribution, some have expressed a definite interest in an across-the-border commercial network hook-up with Radio Mil stations. There are no commitments on either side as yet, but the two radio executives agreed that specific plans would probably materialize within six months, or at the most a year.

More immediate plans concern the development of program material mutually acceptable to both peoples, according to Mr. Yturbe, who pointed out that by reason of the difference in languages, music broadcasts, such as the Cleveland Symphony Orchestra, or Xavier Cugat programs, would provide the best international entertainment and at the same time serve as a common language, binding the two nations. International network radio can also be used to teach the countries each others language, he pointed out. Mr. Yturbe, who returned to Mexico last Saturday, said that his visit, following Mr. McClintock's trip to Mexico several months ago, inaugurated a series of exchange visits between executives, program producers, engineers and other members of the two radio companies.



PORTRAIT OF A

Diversified MARKET

Few markets offer such diversified sources of spendable wealth as this great area embracing East Texas-North Louisiana-South Arkansas. For here, great quantities of oil and gas, lumber and agricultural products, minerals and livestock, are produced each year. And each year shows a steady upward growth that means future prosperity to all who live within its boundaries. It's a bonanza market for your advertising dollars now—and one in which future sales will be even greater. Let KWKH or a Branham representative furnish you with further details.

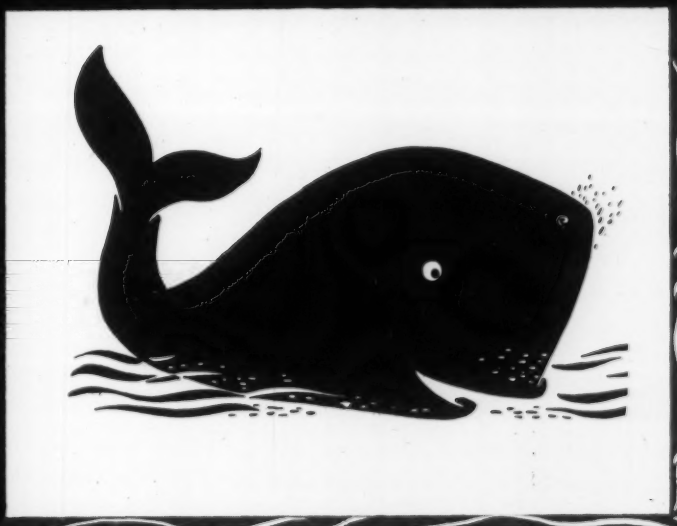
KWKH

50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

what makes a . . .



EXCLUSIVE

BIGGEST of all animals, the Whale is EXCLUSIVE because of its bulk . . . and because of its oil, its bone, its tail. Sixty-five feet in length, 40 around, this "marine mammal" can yield 20 tons of oil, a ton of whalebone. Its tail, powerful instrument of motion and defense, when shaken in air, cracks like a whip, resounds for three miles.

K-O-Z-Y . . . EXCLUSIVE, TOO, in the Kansas City Area . . . is the only FM key to key people in this Basic Market. KOZY is ready to project this EXCLUSIVE VALUE today . . . as salespower tomorrow . . . to YOUR EXCLUSIVE ADVANTAGE! Write for Rate Card 3 and EXCLUSIVE details.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

Pioneering FM in the Kansas City Area

Add Another Star to the

Your America Show!

PRODUCED BY STATION WOW, OMAHA, FOR THE UNION PACIFIC RAILROAD ON NBC NETWORK SATURDAYS AT 4 P. M. (CWT)

Grace Nelson McTernan, soprano soloist on "Your America" broadcasts.

Quartette of beauties featured in the orchestra of the U. P. show.

Josef Koestner Musical Director of Union Pacific's "Your America" show.

Lyle De Moss, Program Director, WOW, Omaha. Producer of "Your America" originating at WOW.

A WOW control operator shown at Gates Console while airing "Your America" show.

GATES
Model 30
Speech Input
CONSOLE

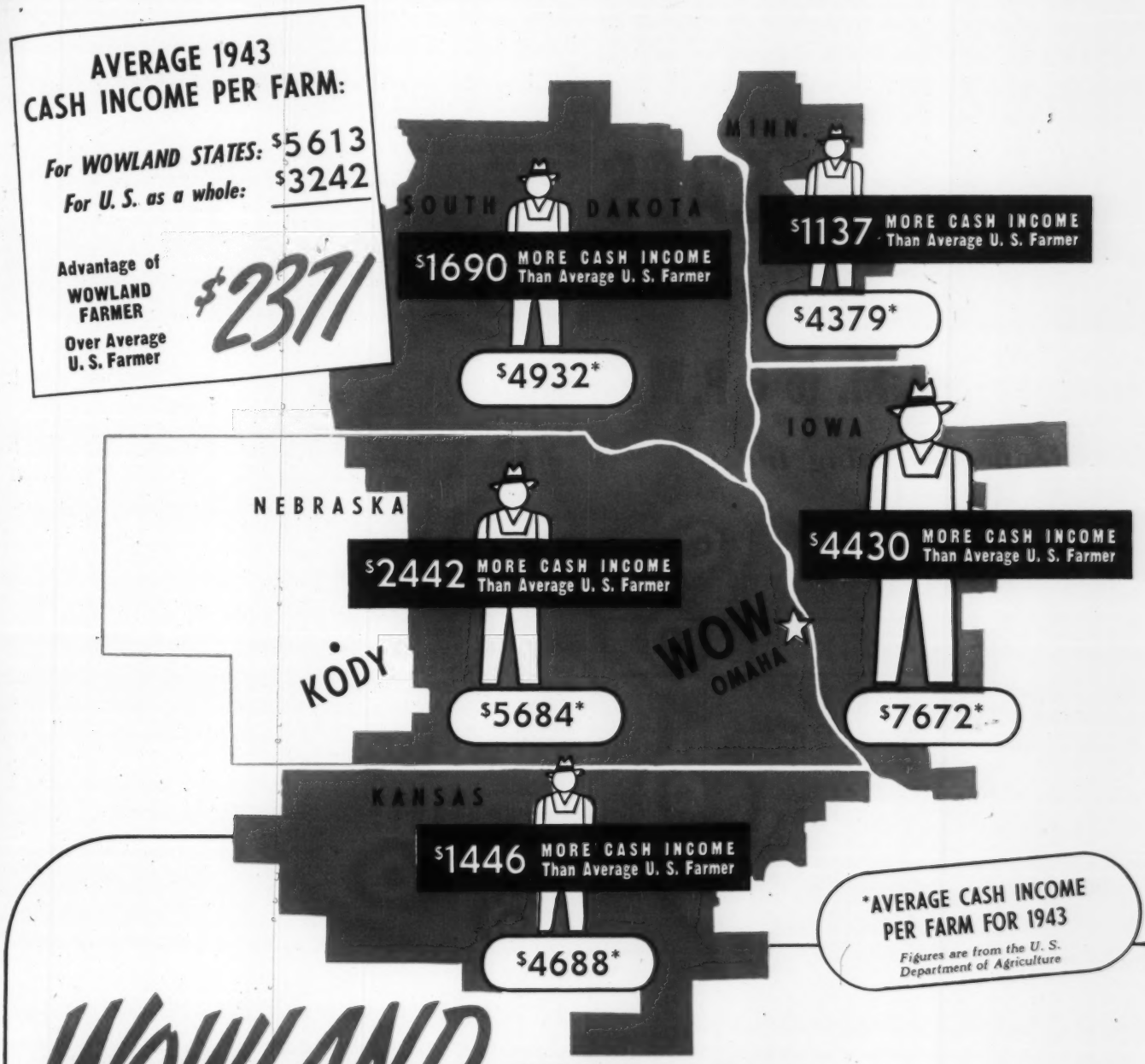
"Behind the scenes," WOW's Gates Console is giving an all-star performance. The Model 30 is designed with true showmanship in appearance . . . engineered for efficiency that is paying off during these days when "the show must go on"—*or else!* The remarkable performance records these Gates Consoles are providing more than six-score stations, are convincing evidence that Gates studio equipment is engineered for dependability you get today and will want tomorrow.

War-time restrictions do not allow the sale of new broadcasting equipment without priority. Therefore, this equipment is presented merely to acquaint you with Gates developments.

GATES RADIO and Supply Co.

QUINCY, ILLINOIS, U. S. A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied Equipment in the Electronics Field



WOWLAND FARMERS' Cash Income for 1943 is *Better* than the U. S. Average by

35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

WSIX NOW LEADS

In Nashville

All Day - 8 A.M. to 6 P.M.

(Hooper Listening Index)

MONTHS—MARCH-APRIL, 1944
Total Coincidental Calls—This Period 13,024

STATION	A	WSIX	B	OTHERS
MORNING INDEX Monday thru Friday 8:00-12:00 A. M.	36.3	40.4	23.3	0.0
AFTERNOON INDEX Monday thru Friday 12::00-6.00 P. M.	29.1	35.8	35.1	0.0

HOOPER LISTENING INDEX OCTOBER '43-APRIL '44

Morning Index—

	WSIX	A	B
October-November	25.7	23.7	50.6
November-December	28.8	29.9	41.3
December-January	33.7	34.8	31.5
January-February	37.3	31.5	31.2
February-March	37.8	28.9	33.3
March-April	40.4	36.3	23.3

Afternoon Index—

	WSIX	A	B
October-November	23.8	49.9	26.3
November-December	26.2	48.2	25.4
December-January	29.3	43.8	26.8
January-February	29.8	40.6	29.6
February-March	32.4	38.1	29.5
March-April	35.8	29.1	35.1

WSIX has shown a steady increase for SEVEN consecutive months

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX "The Voice of Nashville" NASHVILLE, TENN.

George Lohnes and Ronald Culver Form Radio Engineering Firm in Washington

FORMATION of the consulting engineering firm of Lohnes & Culver, with headquarters in Washington, was announced last week by George M. Lohnes and Ronald H. Culver. Both have been engineers on the staff of Jansky & Bailey, Washington, for a number of years.

The new firm, which has established offices at 922 Munsey Bldg., will handle general radio engineering, including broadcasting, AM and FM, and television, as well as allied fields of electronics and communications.

Mr. Lohnes, brother of Horace L. Lohnes, Washington radio attorney, had been with the Jansky firm since May 1932. From October 1931 until May 1932 he was employed by his brother. While with the Jansky firm, he attended George Washington U. School of Engineering and served successively as draftsman, technical assistant and in office engineering and laboratory engineering. Upon completion of school work, he assumed duties as field engineer for the firm and during the past two years has been in charge of broadcast work, including operation of the Jansky & Bailey experimental FM station W3XO.

Mr. Lohnes

Mr. Culver

Native of Ohio

A native of Dayton, where he was born Sept. 10, 1908, Mr. Lohnes graduated from the public schools of that city and in 1938 received a B.S. in electrical engineering from George Washington. He is a member of the Institute of Radio Engineers, Theta Tau, professional college engineering fraternity. He is married and has three children.

Mr. Culver joined the Jansky & Bailey firm in 1935 and served with it until his resignation this month. Engaged in general consulting radio engineering, he also was identified with the Jansky & Bailey laboratory on design, construction and operation of communication and electronic equipment. Born in Milan, Mich., on Sept. 26, 1906, Mr. Culver is a graduate of York, Mich., Township School, Ann Arbor High School, and the U. of Michigan in 1934 with a B.S. in electrical engineering, specializing in radio communications and electronics. He is a member of the Engineering Honorary Society, Tau Beta Pi; associate member of the Scientific Society, Sigma Xi, and associate member of IRE.

While attending U. of Michigan, and for one year after graduation, Mr. Culver was employed by the Physiology Department of the U. of Michigan Medical School and the Heart Station of the U. of Michigan Hospital, doing research and development work on electronic equipment for use in these departments. He is married and has two children.

Dr. Beverage Honored

TO Dr. Harold H. Beverage, associate director of RCA Labs., in charge of communications research, the U. S. Signal Corps has awarded a certificate of appreciation for his help in the installation of a radio teletype circuit in the North Atlantic route. Maj. Gen. H. C. Ingles, chief signal officer, who advised Dr. Beverage of the honor, said, "Your tireless effort and valuable advice . . . constituted a great contribution to the Signal Corps in its gigantic task of furnishing the United States Army the world's greatest military communications system." Dr. Beverage, who has been with RCA since 1920, is the inventor of the "wave antenna" which has become the standard for longwave radio reception.

Lucy Monroe to Blue

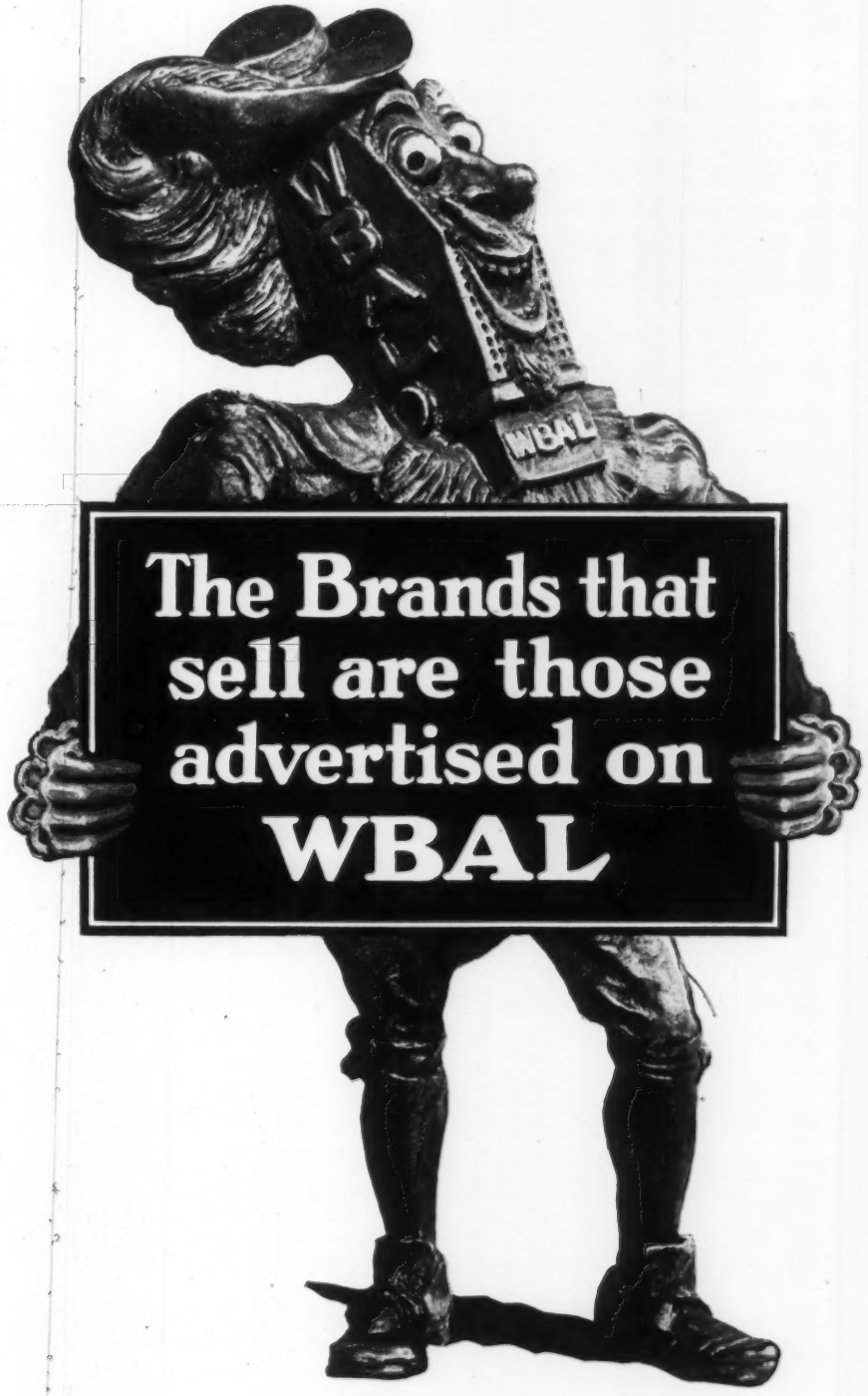
LUCY MONROE, opera singer, has been appointed director of civic affairs of the Blue Network. Her duties will include conducting the war worker talent show *Swing Shift Frolics*, and participating in other war plant broadcasts.

OCR Shortage List

A CONSUMER supply list showing a number of shortages in three categories, "severe" shortage, "shortage" and "mild" shortage, of hard goods items has been made public by the WPB's Office of Civilian Requirements, it was learned last week. Radio tubes and batteries fall within the middle shortage group, which covers goods in sufficient supply to meet from 30 to 60 per cent of the demand. Electrical appliances that are out of civilian production are excluded from the consumer supply list, the OCR said.

Elgin Dramas

ELGIN NATIONAL WATCH Co., Elgin, Ill., starting July 23, will sponsor on the full Blue Network weekly half-hour dramatizations of the material obtained by Freling Foster for his *Colliers Magazine* column. Scheduled for Sunday, 10:30 p.m., the new series will bear the title of the column "Keep up with the World". Firm discontinues *Adventures of Nero Wolf* on 136 Blue stations, Friday, 7-7:30 p.m. July 14. Agency is J. Walter Thompson Co., Chicago.



WBAL—50,000 Watts . . . One of America's Great Radio Stations

BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

KMA President Earl May presents $25.00 War Bonds to three Iowa rural school students: Jimmy Van Vliet, salutatorian, Marian Heuer, valedictorian; and Jean Shore, essay contest winner. (Incidentally, did you buy your bond today?)

FORWARD, MARCH!

Another example of KMA leadership was the "Forward March" series of monthly programs KMA produced for ten Iowa stations this school year. The purpose—to explain rural education to the people—to show how rural schools are geared to serve America at war.

This big series was an outgrowth of the original rural school graduation program KMA started five years ago. Situated about one mile apart on country roads, rural schools often can't provide the most satisfactory graduation exercises. KMA met that need by featuring the Governor, the State Superintendent, and talented rural school pupils. The State Department of Public Instruction went one step further. They conducted special examinations in Iowa's 99 counties to find the year's three smartest rural graduates—shown above with Earl May.

It's rural service like this that makes KMA the No. 1 Farm Station in the No. 1 Farm Market. That's why KMA pulls twice as much listener mail each year as any other station in the area. Get the facts on the *only* full-time farm station in America's greatest farm market. Availabilities, like all good things, are limited—so call Free & Peters, *today*, please!

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND

SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Newspaper Problem Not Settled

(*Continued from page 11*)

that litigation was pending in New York courts and that public airing of the case would jeopardize Mr. Noble's defense.

On motion of Rep. Hart the three majority members voted to postpone hearings in the WMCA case, pending completion of the litigation or for a "reasonable time." The two minority members not present at the meeting, openly charged the majority with "whitewashing" the investigation and threatened to disclose confidential testimony in the WMCA case on the House floor.

Mr. Garey submitted his resignation. His entire staff, with the exception of Mr. Barger and Harvey Walker, joined him. Mr. Walker later entered the Navy. Mr. Barger was named acting general counsel, a post he held until Mr. Sirica, a Washington attorney, was appointed. Although Mr. Sirica was opposed by the two minority members at the outset, he now has full Committee support.

Mr. Sirica has taken no active part in hearings, leaving Mr. Barger to complete the phases which closed last week. Attending last week's hearings were Chairman Lea and Reps. Hart and Wigglesworth. Witnesses, besides Mr. Fly, were Commissioner E. K. Jett and Mr. Denny.

Joint Chiefs of Staff 'Out of Field', Says Fly

When Chairman Fly appeared before the Committee last Tuesday he placed in the record, without reading, a 31-page statement defending the RID. Under cross-examination he denied that the RID had "undertaken monitoring of military circuits" but when Mr. Barger referred to a letter from an Army officer, thanking the FCC for calling the Army's attention to certain military broadcasts, Mr. Fly explained that the RID "cruised the spectrum" and the Army broadcasts in question were heard during that cruising.

Chairman Fly opined that "in appropriate fields" the Joint Chiefs of Staff "demand considerable respect" but he emphatically stated they were "out of their field" when they recommended to the President that radio intelligence activities be transferred from the RID to the armed services.

The witness said he "may have discussed" the Joint Chiefs of Staff letter personally with President Roosevelt and when Mr. Barger asked if he opposed their recommendations, Mr. Fly appealed to Chairman Lea that what he discussed with the President was a "secret matter". His objection was sustained.

Mr. Fly later said, under persistent questioning, that he "never made any recommendations" to have the Joint Chiefs of Staff suggestions withdrawn. He referred to a letter on President Roosevelt's desk from the Chief Signal Officer, praising the RID. "How do you know that the President had the Chief Signal Officer's letter on his desk?" asked Mr. Barger.

"I saw to it that he got it," replied Mr. Fly. When Mr. Barger referred to statements Mr. Fly had made before the Senate Appropriations subcommittee on the 1945 fiscal year appropriation and repeatedly attempted to get a direct answer, the FCC chairman retorted: "You're not prosecuting me. You're asking for facts." On appeal from Mr. Barger, Chairman Lea ruled the witness could continue his explanation.

Newspaper Ownership Question Is Aired

Mr. Barger inquired into the newspaper ownership proceedings which were dismissed last Jan. 13 by the FCC [BROADCASTING, Jan. 17]. Mr. Fly testified that the Commission began studies "soon after" Order 79 was promulgated March 20, 1941, and concluded after "investigations and extensive hearings" on Jan. 13, 1944, with dismissal of the procedure. A summary of the evidence gleaned by the Commission study was forwarded to the Appropriations and Interstate Commerce Committees of Congress, he said.

When Mr. Fly read the Commission's findings, as related in a public notice Jan. 13, Chairman Lea inquired: "Did that anticipate further future consideration or is that considered final disposal of the proceedings?"

"It concluded the proceedings," replied Mr. Fly. He added that newspaper applications for stations were held up pending the Commission's findings, but that there were "only a few—about three, I understand". He said the Commission "disposed" of them.

Chairman Lea wanted to know what procedure is followed when a newspaper files application for a station. Mr. Fly cited several hypothetical examples and said the Commission had to weigh the possibility of "control of mass communication." Competition also enters into the decision, he said.

"Is it your opinion that the Commission has general authority to issue regulations proscribing newspaper ownership?" asked Mr. Barger.

"That's a hypothetical question I don't care to answer," replied Mr. Fly. "If the Commission may make discrimination in newspaper ownership, can't it extend that discrimination to other groups, such as churches?" continued Mr. Barger.

"That's a theoretical question," was Mr. Fly's answer. "I can't answer them. I don't want to answer for the Commission. I'm just one member." He admitted under cross-examination by Rep. Lea that the

DID YOU-ALL SAY, "SAVANNAH RANKS THIRD?"

If you're talking about per cent of retail sales increase during the past year, "Suh," we certainly did. You see Savannah ranks third among all major American Markets. Really not surprising when you consider the number of permanent industries located in this area. Not to mention the three new shipyards, 25,000 new war workers and six military centers the war has added.

When that many people with plenty of jingle in their pockets start buying, the sales really mount up. What do they buy? Why the products they hear advertised over their local radio station, for one thing. And the smartest advertisers are those who recognize this fact and take advantage of it.

WSAV "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market

law does not specifically proscribe newspapers from radio ownership. He explained, however, that the Commission had to consider "over-concentration of control." He scouted the theory that FCC would consider churches as exercising such control but told the Committee that "a closer question might come as to the motion pictures."

Fly's Remark Stricken From Record

"If the Commission finds a monopoly without judicial ruling, would not the Commission be overstepping its authority in the absence of such a court decision?" asked Mr. Barger. "The Supreme Court decision answers that," said Mr. Fly. He referred to the so-called Frankfurter decision of May 10, 1943, sustaining the Commission's network regulations.

Mr. Barger asked whether the Commission, in Mr. Fly's opinion, had the power to "proscribe newspapers from owning radio stations" and the witness shot back: "You're not paying me for legal opinions." Chairman Lea ordered the remark stricken from the record and again Mr. Barger asked the question. Mr. Fly said he didn't know what the Commission thought.

"Because of your experience as an attorney, Mr. Fly, and because you are chairman of the FCC and BWC I felt that this Committee would value your own opinion," said Mr. Barger. "I'm attempting to help guide this Committee should it consider radio legislation and I'm sure your opinion would be of great help. In other words, the question still remains unsettled and undetermined?"

"That's right," said Mr. Fly and again he read from the public notice of Jan. 13. He said the Commission had made no recommendations to Congress for legislation, other than the summaries sent to the four Committees. When Mr. Barger asked why the "monopoly angle" of newspaper ownership couldn't have been considered with adoption of the network regulations, Mr. Fly replied that one had to do with "network affiliations" and the "control of networks over stations" while the other involved "individual cases of over-concentration of control."

"As the matter now stands the Commission considers each application by a newspaper owner or a person interested in a newspaper on its own footing and separately, and may apply, in effect, what might have been the general rule in each individual case. Is that correct?" asked Mr. Barger.

"The Commission, under its policy," replied Mr. Fly, "considers individual applications. It declines to permit concentration of control in the hands of the few to the exclusion of the many."

At the conclusion of Tuesday's hearing Mr. Barger told the Committee he had in mind questioning Mr. Fly on the network regulations with a view towards aiding Congress in formulating new legislation. Chairman Fly remarked: "Do you want to restore the monopoly?"

Hicks Program

GEORGE HICKS, manager of the Blue's London newsroom, whose broadcasts on the invasion of France made radio history, will be heard in a series of twice-weekly reports on the Blue, Tuesday and Thursday. First two programs, June 27 and 29, will be presented at 4:45 p.m., and thereafter at 10:20 p.m. Mr. Hicks will continue to cover the beachheads and front lines, returning to London, where the signal is most audible, for broadcasting, and using his film recording device when necessary.

Jett Explains Engineer Deferments

When Wednesday's hearing opened, Commissioner Jett, former FCC chief engineer, presented a 54-page prepared statement, defending the Commission's draft deferments of engineers. He cited various directives from President Roosevelt and told of the numerous changes in War Manpower Commission and Selective Service policies with reference to deferments.

In no case, said Mr. Jett, did the Radio Intelligence Division, in which most of the deferred employes worked, seek deferments for any man not classified essential under Selective Service policies. He said that under present policies all men under 26, regardless of their essentiality, "will be drafted."

Defending the deferment requests for engineers holding Class A licenses Commissioner Jett told the Committee that a man with such a license "could be chief engineer of the most powerful radio station in the U. S." Referring to charges by former members of the Committee's investigating staff that the RID had sought deferments for "butter makers" "bakers' and "bee keepers", Mr. Jett explained that every man was an experienced amateur operator or had had actual radio engineering experience, regardless of any other professions.

"You'll find that an amateur is not a beginner," said Commissioner Jett. "He's a skilled radio operator." Because of the limited number of skilled technicians and of the great demand by both industry and the armed services, the RID has been obliged to conduct an intensive recruitment campaign for new engineers, he said.

With the $2,000,000 cut in appropriations by Congress [BROADCASTING, June 19] for the 1945 fiscal year, a million of which was lopped off the RID, the FCC has been "cutting instead of recruiting", said Mr. Jett, although he added that "within 30 days after July 1", when the 1945 fiscal year begins the RID probably would have to

WCSC's

MARKET IS CASTING SHADOWS!

A brilliant future has been prophesied for the Charleston, South Carolina market. In a survey of post-war prospects it is ranked A-1*... judged to have *superior* possibilities of *retaining current outstanding war-time growth!*

These coming events cast their shadows before... with solidly built markets today, steadily gaining since 1940... in an area where WCSC has 50% or more of the audience in ten out of fourteen hours. (Surveys prove it!)

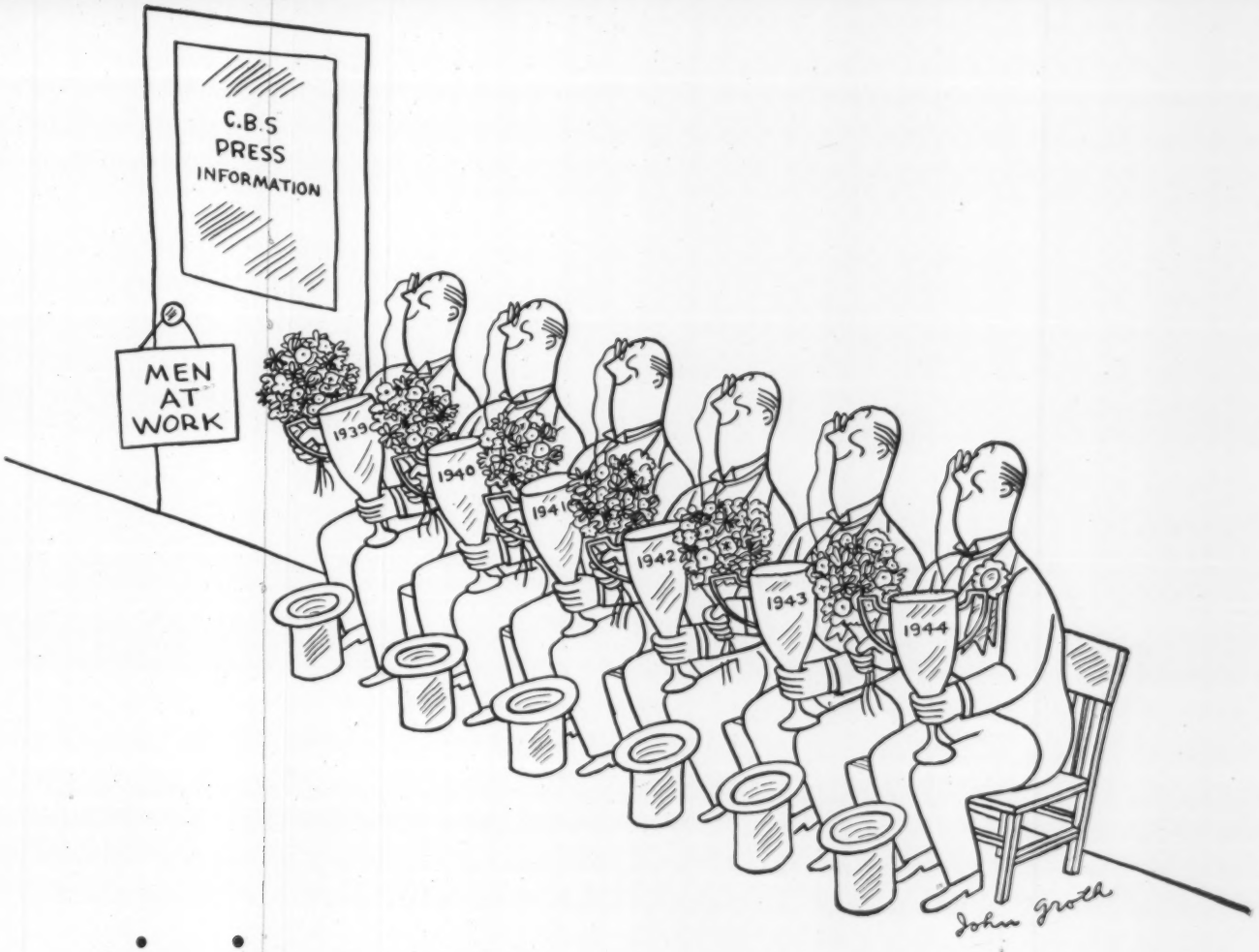
**Survey by Dr. Hauser, Bureau of Census*

WCSC

Charleston, S. C.

COLUMBIA NETWORK

Represented Nationally by Free & Peters



six in a row...

For the sixth consecutive year the radio editors of the U.S. declared to *The Billboard* that CBS led the nation in providing usable publicity material to the press. What's more, 81% more radio editors cast their votes this year than last... And what's more, the 276 points cast for CBS led the second network by 17%, the third network by 57%, the fourth network by 148%—yielding CBS 49 first places out of 89. (The second network won 25 points for first place; the third network won 11; the fourth network won 4.)... It would be pretty silly to deny that Press Information at CBS feels okay about this award. But maybe the reasons why it's able to serve the news-men-and-women of the country to their liking are that the PI (1) understands their "angles" —(2) has the finest stock of radio programs and performers to talk about—and (3) finds 24 hours altogether too short a workday in which to get the stuff out, and out right. But if a modest "thanks" is in order, let it be directed to the radio editors who have expressed themselves, to the artists and agencies who made the programs, and to the advertisers who sponsored them and who make them good to exploit.

This is CBS... the Columbia Broadcasting System

start recruiting to make replacements.

Mr. Jett said that he never wrote draft boards direct, requesting deferments, but sent out such requests on adopted forms over the signature of T. J. Slowie, Commission secretary. Explaining differences in the number of draft deferments at various times in the past, Mr. Jett said: "The policy of Selective Service and the War Manpower Commission changes as often as every couple of weeks. We try to follow the policy."

Mr. Denny took the stand briefly for cross-examination on testimony given previously by George E. Sterling, assistant chief engineer in charge of the RID, that the RID had discontinued certain military radio intelligence functions and had so advised the Army and Navy. Correspondence between the FCC and Secretaries of War and Navy regarding the curtailment was submitted to the Committee as "classified" material, not for public inspection.

Mr. Barger asked if the letters from the War and Navy departments "contain any expression of regret or loss at the curtailment". Mr. Denny declined to answer on the grounds that the letters were confidential. After considerable argument, Chairman Lea ruled that Mr. Denny would not be disclosing the contents of the letters by answering the question. He replied:

"The letters simply say they note what we're doing. I would be very happy to put them in the record but the Secretary of War classified them confidential."

"The chair is disposed to protect the confidential nature of these letters," said Rep. Lea. "You can still answer the question without disclosing the contents. Do they contain any expression of regret?" Mr. Denny replied: "They do not contain anything of that sort."

Mr. Denny submitted, on behalf of Russell Shepherd, senior administrative officer of the Foreign Broadcast Intelligence Service, two prepared statements defending the FBIS draft deferments. Mr. Barger introduced the personnel record of one 24-year-old FBIS employe, together with correspondence, prior to his employment, to the effect that he would be classified II-B if he were given a job with the FCC. Mr. Denny identified the personnel record.

Mr. Denny also testified, under cross-examination, that Dr. Robert D. Leigh, chief of the FBIS, had written local draft boards direct "before the agency committee was set up."

DEEP IN THE HEART of Knott County (Ky.) Coal Mine Corp.'s mine, quartet of WHAS Louisville personnel cut a disc for broadcasting ceremonies paying tribute to the 138 employes of the mine for their contribution to the war effort, particularly to the Red Cross drive. The miners contributed an average of $25 per man, some of them giving their entire pay for three shifts. Left to right are: George Partridge, production; Jean Clos, announcer; Bill Batson (in white), Karl Schmidt, technicians.

Somerville to Head BMI Hotel Branch

Naming Former Willard Mgr. Indicates Club Licensing

HARRY P. SOMERVILLE, executive director of Civilian War Service in Washington and for 10 years previously managing director of the Willard Hotel in that city, has been appointed director of hotel relations for BMI, it was announced last week by Sydney M. Kaye, executive vice-president.

While with the Willard, Mr. Somerville served as vice-president and national legislative chairman of the American Hotel Assn., gaining a wide background in the various phases of the copyright law affecting hotels, including their relationship with music licensing organizations. He has appeared before Congressional committees in connection with copyright legislation.

May License Hotels

Appointment signifies the intention of the industry music organization to establish a program for licensing hotels, night clubs and similar users of music who have heretofore been permitted to perform BMI tunes without charge. At first satisfactory as a means of securing wider use of its music and as a publicity measure, now that BMI is established it is believed unfair to the composers of BMI music to deny them this source of revenue and Mr. Somerville's first assignment will be to assist the BMI board in setting up a licensing plan that will be fair to both the hotels and the composers.

In accepting the appointment, Mr. Somerville said: "I look forward to this affiliation with keenest interest. It will mean that I shall not only have the opportunity of renewing and maintaining many warm friendships that I have established over the years, but I shall have the further opportunity of strengthening the already pleasant relationship which exists between the hotel industry and BMI as the representative of BMI."

Bu-Tay Increases

BU-TAY PRODUCTS Inc., Los Angeles (Raindrops, detergent), increasing its radio advertising appropriation, on June 14 started sponsoring a weekly five-minute program *The World Tomorrow* on 15 Blue Pacific stations, Wed., 1:45-1:50 p.m. (PWT). Contract of 13 weeks includes John Courcier as commentator. Firm also sponsors a daily quarter-hour recorded musical program on KFVD Los Angeles and uses participation in *Home Makers Club* on KHJ Hollywood. In addition a heavy daily schedule of one-minute transcribed announcements is being used on 20 stations. List includes KGNC KTSA WOAI KWFT KMJ KGO KYA KGA KOA KVOA KTAR KUTA WFAA-WBAP KRLD KTRH KOL KOMA KTUL KFSD KFBK. Agency is Glasser-Gailey & Co., Los Angeles.

YOU ALWAYS WIN IN ROANOKE!

In *most* markets as large as Roanoke-Southwest Virginia, your program is competing with two or three stations that cover the whole area —and you can't always be sure who is getting the audience.

Not so, however, with Southwest Virginia. WDBJ is the *only* station that covers the market—and when you *use WDBJ, you* get the audience!

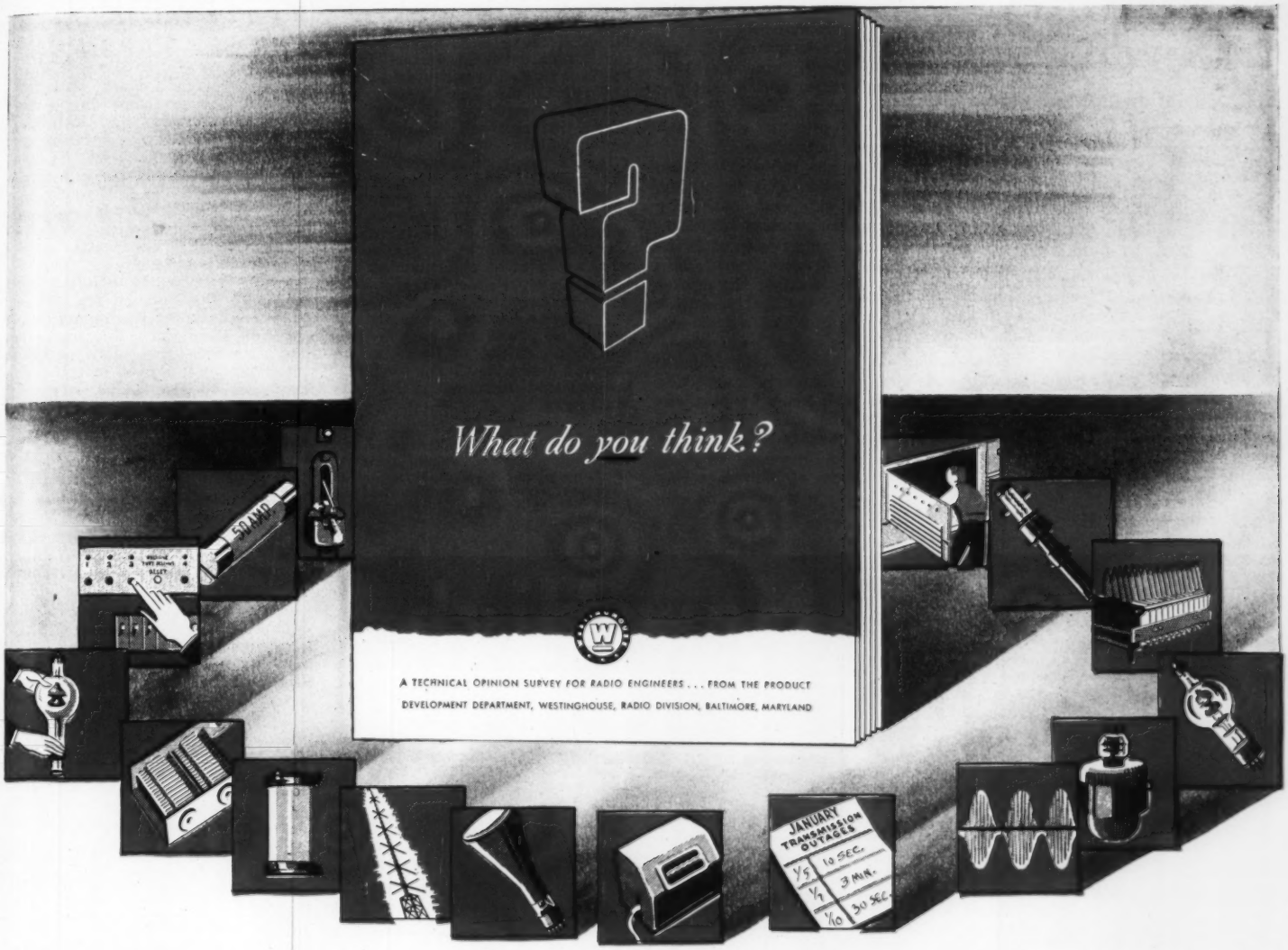
100,347 *primary* radio homes, daytime. $25 per class B quarter-hour, one time! *Write!*

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.


What do you think?
A TECHNICAL OPINION SURVEY FOR RADIO ENGINEERS . . . FROM THE PRODUCT DEVELOPMENT DEPARTMENT, WESTINGHOUSE, RADIO DIVISION, BALTIMORE, MARYLAND
JANUARY TRANSMISSION OUTAGES
1/5 10 SEC.
1/1 3 MIN.
1/10 30 SEC.

CALLING ALL RADIO ENGINEERS!

In the interest of better broadcasting . . . and as a check on the features we are incorporating in our new transmitter designs . . . Westinghouse would like to know what radio engineers think about transmission equipment, feature by feature.

There's more than one way to "skin a cat", but there's one *best* way. You men who are responsible for operating the equipment are interested, we believe, in these factors:

HIGH FIDELITY SIGNALS . . . CONTINUITY OF SERVICE
SIMPLICITY OF CONTROL . . . LOW OPERATING COST
EASE OF MAINTENANCE

We will appreciate knowing what you consider the best way to incorporate these advantages in postwar transmitters. To facilitate this, the questionnaire booklet pictured above will be distributed to all stations in the near future. If you do not receive your copy . . . write Westinghouse Electric & Manufacturing Company, Dept. 7-N, East Pittsburgh, Pa.

J-08075

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES... OFFICES EVERYWHERE

. . AM • ELECTRONICS • FM . . .

Bank Savings Show Video Set Demand

Long Island Institution Finds 22% Save for Postwar Buys

THE FIRST purchase the typical American family expects to make after the war is a television receiver, if the clients of the Franklin Square (L. I.) National Bank are a fair sample, Arthur T. Roth, executive vice-president of the bank, reported on a forum discussion of "Nassau County at War", televised last Monday in NBC's New York video studios for a dinner meeting at the bank.

Explaining the bank's plan of having depositors earmark savings accounts for specific postwar purchases, somewhat on the order of Christmas savings clubs, Mr. Roth said that 22% of all depositors participating in the plan are saving specifically for television sets. Automobiles account for 13% of the savings accounts; 12% are saving for electric washers; 12% for refrigerators, and others for ranges, sewing machines. Five depositors are putting their cash away to buy helicopters.

The bank has priced the video receivers at $400. This basis, Mr. Roth said, extended nationally would mean the purchase of 1,600,000 sets for an aggregate of $652,000,000 as soon as they are available after the war. If the figures are confined to the first television market, cities in which service will be available as soon as peace comes, a plan such as the Franklin Square one would presumably start 320,000 people saving now for post-war television sets. Mr. Roth also pointed out that $400 should buy a deluxe model receiver in view of the estimates of manufacturers that satisfactory sets will be sold at roughly half that price.

Heads Standard, N. J.

M. J. RATHBONE, president of the Standard Oil Co. of Louisiana, has been elected president of Standard Oil Co. of New Jersey. Mr. Rathbone replaces Chester F. Smith who resigned to become director of the Standard Oil Co. (New Jersey). Eugene Holman, vice-president and member of the executive committee of Standard Oil Co. (New Jersey), has been appointed president of the company. He succeeds Ralph W. Gallagher who was elected chairman of the board. Barry F. Meglaughlin, formerly manager of Esso Marketers publications, has been promoted assistant on public relations for the Standard Oil Co. of New Jersey. He will assist A. Clarke Bedford, general sales manager of the Esso Marketers.

CHANNING POLLOCK, author will tell stories in a human interest or philosophical view as a feature of *Vacation Serenade*, summer replacement for *Information Please*, scheduled to start on NBC July 10.

Another New High

KFNF

SHENANDOAH, IOWA

"The Friendly Farmer Station"

Increased Net Time Sales by More than

278%

In 24 Months — May, 1944 Against June, 1942

OVERWHELMING PROOF OF KFNF'S Sustained Leadership in the Nation's Richest Agricultural Market. Get the Facts and Find Out for Yourself Just Why

In The Heart of the Missouri Valley—It's

KFNF

"The Friendly Farmer Station"

1000 Watts 920 KC.

For Proof of Coverage and Availabilities—Write or Wire—

Frank Stubbs, Manager KFNF, Shenandoah, Iowa

WPB CLARIFIES RULE FOR SET REPAIRMEN

TO PROVIDE an educational program on how present radio repairmen, ex-repairmen and men discharged from military service may obtain necessary material to carry on or enter the radio repair business, WPB's Radio & Radar Division has listed the information which must be submitted for authorization to procure repair parts, tubes, test equipment, etc. The increasing number of inquiries received by the Division from those planning to enter the repair business, indicate that the majority fail to answer the following: a—minimum quantity of components required; b—area to be serviced; c—business record of applicant; d—home or store operation; e—discharge number (in case of men discharged from military service); f—any other related information.

If feasible, the letter of application should come through the WPB field office. WPB pointed out that if applications are granted, the applicant must find the source of supply for the initial inventory.

Under the terms of Order L-265 [BROADCASTING, April 26, 1943] components and tube replacements may be purchased by repairmen when the radio set requiring replacements is in his shop. After making the repair, a serviceman may use the Supplier's Certificate shown in L-265 and purchase a new part to place in his inventory, thus allowing a man starting out with no inventory gradually to accumulate an inventory as he actually uses the parts.

Geppert Cited

SO-CALLED free offer of Geppert Studio, Des Moines, Iowa, (photograph enlargements) is known in the picture industry as a "come-on" device to obtain listeners' names and addresses for a small sum for follow-up purposes, the Federal Trade Commission stated last week in a complaint charging misrepresentation through use of radio continuities and other advertising. "By carefully operated deception and duress," the Commission alleged, "the respondent forces the customers into buying, at much greater expense, a tinted or colored enlargement, which the customer had not originally contemplated ordering."

New AMP Book

ASSOCIATED MUSIC PUBLISHERS Inc., New York, announces the release of *Incidental Music—Book II* by Ralph Sandor, a collection of short pieces for use as background music. A sequel to Mr. Sandor's *Book of Incidental Music*, which appeared in 1942, the new volume is also published by Alpha Music, New York [retail price $2.50, 25% discount to staff members of AMP licensed stations]. AMP also announces publication by Alpha Music of a set of 35 Latin-American works for orchestra composed by Ricardo Romera, musical director of the Coordinator of Inter-American Affairs, and other writers [available to AMP licensees, 8 cents per page].

The Northwestern Reviewing Stand Represents a Decade of WGN Service to the Radio Public

The Northwestern Reviewing Stand presents members of the Northwestern University faculty and distinguished guests from business, government, education and the press in discussions of contemporary problems—the questions that are in the news.

This Sunday morning program, brought to the radio listeners of the nation by WGN, has an enviable record of service to the public spanning a decade. It was first broadcast on October 14, 1934 and has been on the air continuously since that time, originating in WGN's main audience studio.

The Reviewing Stand and The Human Adventure enable WGN to serve the nation with programs from two great institutions of learning—Northwestern University and the University of Chicago. These programs are emblematic of the program building resourcefulness and Community-mindedness that characterizes WGN, Chicago.

A Clear Channel Station

CHICAGO
50,000 WATTS

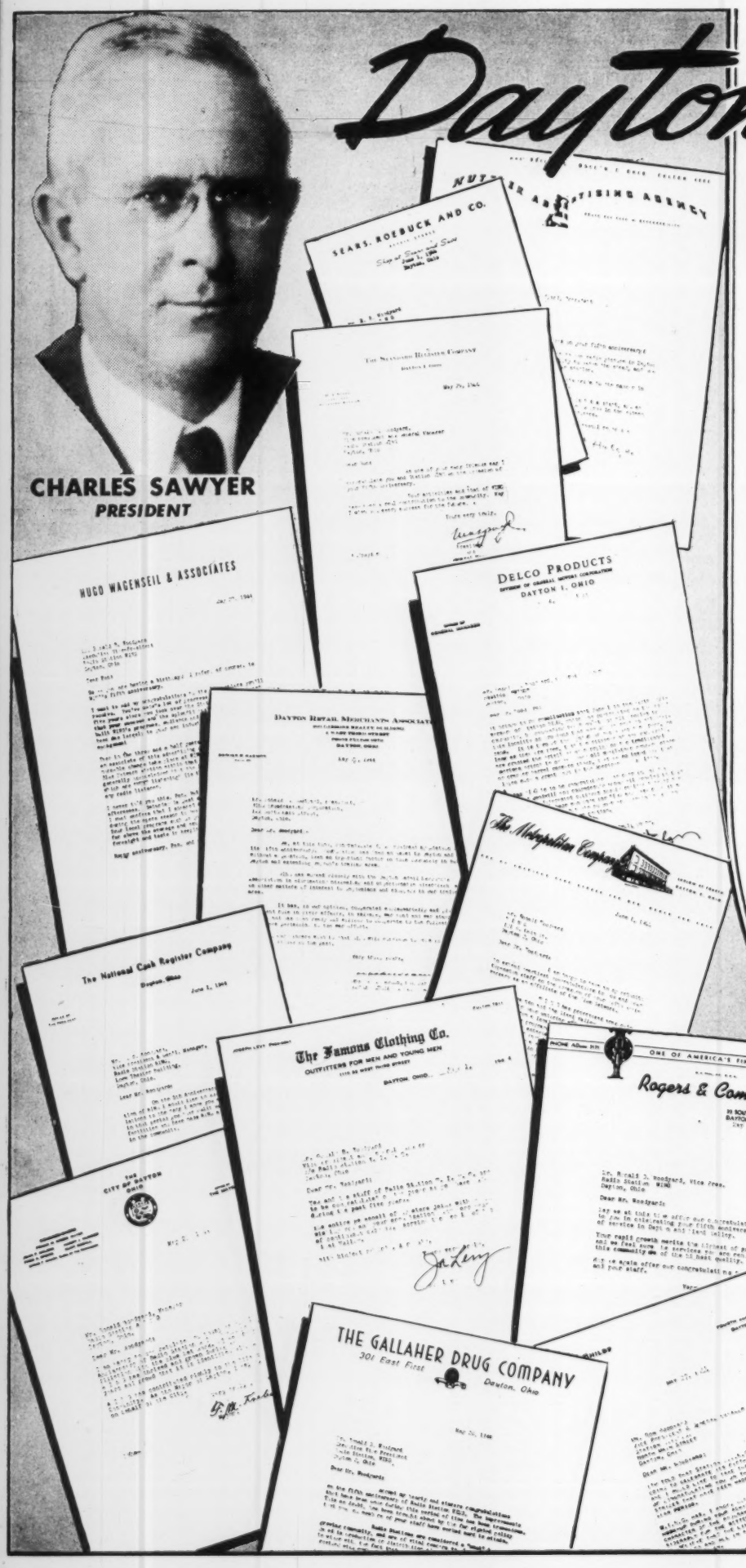
ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE
220 E. 42nd Street
New York 17, N. Y.

WGN

PAUL H. RAYMER CO.
Los Angeles 14, Cal.
San Francisco, Cal.



Dayton, O. Recor

FIVE YEAR ar

1939 . . . 1944. Not a long time! But a time of tremendous changes for the world, the city of Dayton, and WING.

Once WING was a non-network, part-time station, and its limited power covered only a small radius. In the short space of five years it

has become a 5,000-watt, day-and-night Basic Blue station with a new transmitter and excellent equipment

has brought Miami Valley listeners a wide variety of the very finest programs, new wire service and music, as well as

BASIC

5000

WI

WEED & CO., National

cognizes WING'S achievement

RONALD B. WOODYARD
V. P. AND GENERAL MANAGER

some of the topnotch personnel in the industry

has endeavored in the public interest to cover every newsworthy Dayton event and cooperate with every civic enterprise

has won national awards and achieved a reputation throughout the country for being powerful, aggressive, and conscientious.

The capable management, the technical skill and imaginative effort that have made this possible are dedicated to continued service and leadership in Dayton.

BLUE

WATTS

N/G

tional Representatives

Editorial

The Bigger Job

IN RADIO, it's that big sweep-second hand that governs. Everything is done by the clock. Radio itself has grown, too—accomplishing in a scant few years what it has taken other front-rank media generations to achieve. It wasn't so long ago that some newspapers were hacking away at this "upstart", throwing broken glass about, and doing everything short of fostering Government operation.

But there were wiser heads in journalism, who recognized radio for what it was—a newer means of "publication". They led the way. Others followed. Many progressive publishers are now in radio. And others are knocking at the door. The big battle was won last January (and non-newspaper broadcasters pitched in vigorously) when the FCC dismissed its proposed rule to ban newspaper ownership.

Since then there have been sporadic eruptions. Evidently looking only to the dollar sign, a survey was undertaken by New York newspapers designed to prove that radio is an inferior advertising medium. Lately, futile efforts are being made to scuttle radio's growth as a news medium. An editor of the commanding stature of Grove Patterson, of the *Toledo Blade* (which, incidentally, is an applicant for an FM station), writes a syndicated piece bewailing radio's use of press service news.

What these critics fail to recognize is that radio is a journalistic medium—a modern, swift and streamlined medium. What's more important is that radio's fight for freedom is the newspaper's fight, too—neither can live half free, and if one loses its freedom the other is certain to follow.

Editor & Publisher, which has served newspaperdom long and valiantly, is spearheading this latest anti-radio crusade. Its primary target today is radio's foray into the retail field, basing its campaign on that New York survey which was so statistically inept that it backfired. In other years *Editor & Publisher* has worn a hair-shirt, too, in its fulminations against radio. But it probably is satisfied to let the dead past bury its dead.

It isn't our wish to indulge in name-calling. Neither the times nor the facts warrant that. Radio's job has been done affirmatively—by achieving results, whether it be War Bonds, blood plasma, recruiting, or retail advertising. Radio has no rate card for the Government war effort programming. But radio doesn't relish particularly use of paid campaigns, such as recruiting in the printed media, while it is asked to donate time.

What about Government campaigns put over the top by radio? That question has been asked. OWI's Radio Bureau has said that many of the successes were made possible in large measure by the "wholehearted support" of radio. These include: Household fats, Cadet Nurse Corps, home canning of fruits and vegetables, the several War Loan drives, blood plasma, WAVE recruiting, Women Marine recruiting, and sundry others.

Then the War Advertising Council has a story. When campaigns have lagged, it has called upon radio to turn on the juice. Some of those mentioned by the ad council: Coast Guard, Marine Corps officers' candidates, glider pilots, noncombatant pilots for Civil Air Patrol and Air Transport, Army and Navy nurses.

But why belabor these points? There'll be time enough after victory for that. One of the reasons war is being waged is to preserve free competition the American way.

We repeat what we've said many times: Radio isn't fighting the press. It regards itself as part and parcel of that broad profession. It is recognized as such. It carries *news* credentials in every war theatre and at home. It has galleries in the Congress. It sells time; newspapers sell space. Newspapers may sell certain commodities or services better than radio. The reverse also is true. The advertiser, not the medium, always has decided that. He always will. He measures by results.

We maintain that if both media do an effective job of selling and servicing, there'll be business enough for both.

At the moment, there's a bigger job to be done.

Still It's Unsettled

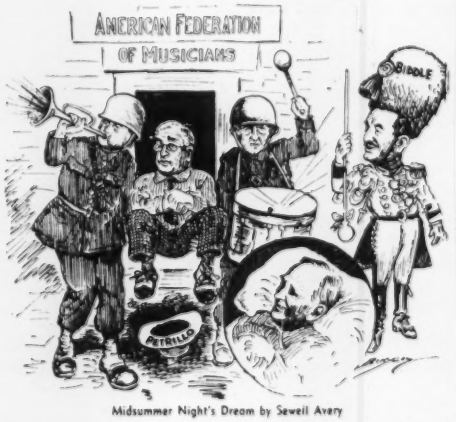
"AT BEST, however, the action was inconclusive and doesn't settle the newspaper ownership question". Thus did we comment editorially last March on the FCC's action dismissing the newspaper ownership proceedings [BROADCASTING, Jan. 17].

Testifying last week before the House Select Committee to Investigate the FCC, Chairman James Lawrence Fly admitted that despite nearly three years of study and "extensive hearings", the newspaper-ownership question still remains unsettled and undetermined.

The FCC's action in dismissing the newspaper-divorcement rule last January generally was construed as the conclusion of a fight that began with the New Deal. In the late lamented White-Wheeler Bill, Chairman Wheeler sought to button it up legislatively with a direct instruction to the FCC against licensing discrimination.

Certainly that expression, even though not spelled out in the law, conveys the Congressional view. Certainly the weight of the evidence at the protracted hearings before the FCC was sufficiently conclusive to warrant dismissal of the order.

Evidently those at the FCC feel that they will never lose a fight and that those they haven't won aren't finished.



Midsummer Night's Dream by Sewell Avery
Berryman in Washington Star

Our Respects To -

FREDERIC RUSSELL GAMBLE

WHEN IN April Frederic Russell Gamble became president of the American Assn. of Advertising Agencies, which he had served since 1929 as executive secretary and for the last four years also as managing director, the complete absence of fanfare, spotlights and public pronouncements must have confounded critics to whom advertising is synonymous with ballyhoo and bad taste.

It was typical of Fred Gamble that the attention the event evoked was focused largely on the retirement of John Benson after 17 years as the association's first salaried president. But those who have glimpsed the determination that lies beneath his suave exterior believe that the new president is a leader in his own right who will carry on the fight for better, more effective advertising, not as a carbon copy of his eminent predecessor but as a worthy heir to the role of industry leader.

Fred's early history, which began in Kewanee, Ill., on Nov. 22, 1896, provided ample evidence of leadership qualifications. After delivering the valedictory address of the Class of 1914, Kewanee High School, he went off to Knox College where six years later he celebrated the receipt of his B.A., *Magna cum laude*, by delivering the valedictory address for the class of 1920.

Fred's college career was interrupted at the end of his junior year by World War I, which focused his attention on military matters for two years and three months. After a session at Officers' Training Camp at Fort Sheridan, Ill., he was commissioned a first lieutenant in the Infantry on Aug. 15, 1917. He served as instructor, school of arms, 86th Division, Camp Grant, Ill., eventually getting to France where he commanded the First Battalion, 342d Infantry, for one month prior to the Armistice. The following summer he returned to civilian and collegiate life with the reserve rank of Infantry captain.

While at Knox Fred edited the college yearbook; was president of Sigma Delta Chi, national journalistic honorary fraternity; was also president of his social fraternity, Phi Delta Theta; participated in all forms of athletics from football to tennis; served as field secretary of the college for one year, and as an instructor of French and Latin for two.

Selected as Rhodes Scholar for Illinois in 1920, young Gamble topped off his American education with two years at Oxford, where he studied modern history, specializing in finance and banking, and added archery, rug-

(*Continued on page 42*)

Play 'Em or Pay 'Em is another WTMJ program that delights its audience . . . delights its sponsors.

Six days a week, from 5:00 to 5:25 P. M., a Radio City orchestra matches wits with the listeners by trying to play any song requested by listeners. If they can't play it, the sender is awarded a War Stamp.

Ad-libbing, good, clean fun and real musicianship have combined to give this WTMJ participating program a solid listenership.

By building audiences through such programs as Play 'Em or Pay 'Em, WTMJ has become Wisconsin's most skillfully programmed, most listened to, most "selling" station.

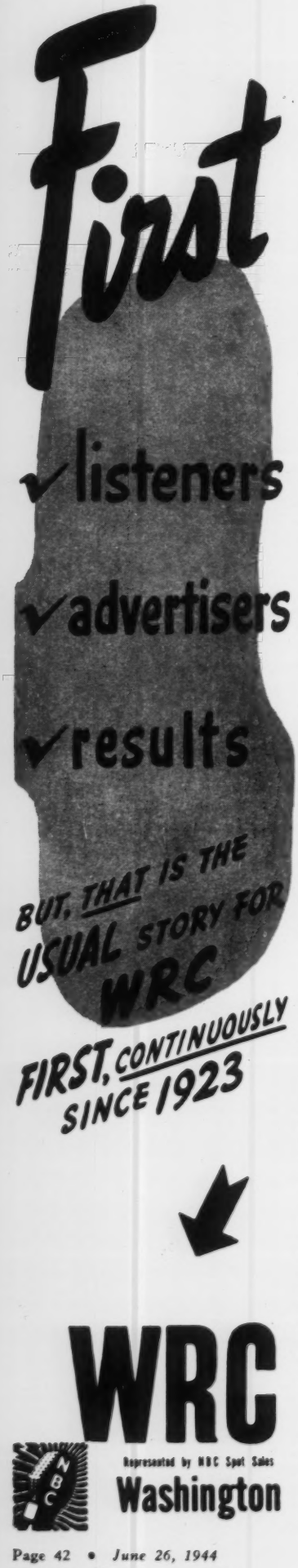
To effectively cover Milwaukee and much of Wisconsin, your radio plans must, obviously, include WTMJ.

WTMJ

THE MILWAUKEE JOURNAL STATION

Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.



Our Respects To

(*Continued from page 40*)

by the crew to his athletic achievements

In 1923 Fred returned to America and a job as advertising manager of Straus Bros. Co., Chicago investment security firm. Two years later he became a space salesman for the *Saturday Evening Post*, where for four years he handled such accounts as Parker Pen, Johnson's Wax, Phoenix Hosiery, Holeproof Hosiery, Johnson Motor, Horlick's Malted Milk, Kohler, Lavoris, etc. In 1929 he moved to New York as executive secretary of the AAAA.

Viewing advertising as the key to the vast volume of sales on which post-war prosperity will be dependent, Mr. Gamble divides the overall task of the AAAA in helping advertising attain its fullest effectiveness into three main areas, of understanding, of research and of future personnel. The first is an educational job, informing Government, business and consumer leaders, educators and the public itself about the functions of advertising and its role in our economy. As a division of this area, he believes users of advertising and operators of advertising media also need information about the functions of the advertising agency.

Pointing out that while advertising is an art, it is one which can be practiced most successfully on a groundwork of scientifically provable facts. Mr. Gamble urges all branches of advertising to work together for the perfection of more standard research techniques, especially in the measurement of advertising audiences. A standard method of measuring station coverage would prove of immense value to station operators as well as to time buyers, he declares.

Training Agency Men

Since advertising is dependent on the type of people who produce it, advertising must be particularly careful in the type of training given to agency men of the future, Fred Gamble believes. He views this problem as one to be worked out not only with colleges and universities, but also with business, especially in the sales field, from which advertising has obtained many of its top executives.

Agency recognition is an important part of ensuring desirable advertising, he insists, pointing out that as long as anyone with an order and a check is recognized as an advertising agent it will be impossible to maintain advertising standards on a very high level. He asks radio to cooperate by rectifying its unenviable status as the only major medium without a standard system of agency recognition.

Mr. Gamble was one of the founders of the War Advertising Council and has been an officer and director of it since the start. People close to the Council say that during the more than three years of its existence, he has spent close to half of his time on Council matters.

In association work, Fred Gamble practices what he preaches. For years he has been active in Trade Association Executives in New York City and American Trade Association Executives, the national organization. He has served as a director and officer of both.

Fred plays a little golf, a little bridge, and does a great deal of reading.

Married to the former Blanche Miller and father of a 19-year-old daughter, Ursula Blanche, the Gambles live in suburban Bronxville. His clubs are the Siwanoy Country Club, the Uptown Club and the New York Advertising Club.

Personal NOTES

JOHN F. ROYAL, NBC vice-president in charge of international relations and television, June 27 addresses the Cleveland Adv. Club on "Freedom to Listen."

N. L. ROYSTER will assume duties as station manager at WOLS Florence, S. C. on July 1. He formerly was program director and announcer at WRRF Washington, N. C.

E. C. MILLS, for many years an executive of ASCAP, more recently general manager of Songwriters Protective Assn. and now an independent consultant on copyright matters, has been elected a member of the board of directors of United Artists Corp., New York.

BILL WALLACE, formerly of the sales staff of CJKL Kirkland Lake, Ont., is now taking a navigator's course in the Royal Canadian Air Force.

RAY C. JENKINS, general sales manager of KSTP St. Paul-Minneapolis, has been awarded the USO Certificate of Merit for more than 1,000 hours of voluntary service as head of the USO military and naval entertainment committee.

JACK A. BURNETT has assumed the title of assistant manager of KUTA Salt Lake City, Utah under a staff realignment, but remains in charge of sales. Larry Sutton has transferred from the announcing to the sales staff, taking over accounts formerly handled by Mike Cassidy, now in the armed forces.

DR. CHARLES S. HYNEMAN, formerly of the United Nations Relief & Rehabilitation Adm., on July 1 will become director of the FCC's Foreign Broadcast Intelligence Service, succeeding Dr. Robert D. Leigh, who resigns July 15 to accept the directorship of the Commission of Inquiry on Freedom of the Press, New York.

HARVEY J. STRUTHERS, sales manager of WCCO Minneapolis, reports for induction into the Navy June 28 at Hollywood Beach, Fla. He has been commissioned an ensign in the Naval Reserve.

DON CAMPBELL, Blue network salesman, has been commissioned an ensign in the Navy and has left the network to report for duty June 28 at Fort Schuyler.

EMLYN OWEN, former general manager of KBIZ Ottumwa, Ia., has joined the staff of KXEL Waterloo, Ia. as program director. E. A. Johnson, former promotion manager of KBIZ, has been added to the continuity staff of KXEL.

DAN PARK, former member of the sales staff of KYW Philadelphia who joined the Army Air Force as a private in 1941, has been promoted to captain at the New Castle, Del., Air Base.

JERRY SILL, newly-appointed member of MBS station relations department, has been titled eastern station relations manager, a post held until three months ago by Edwin Otis, now eastern sales service supervisor. Mr. Sill served with CBS for a number of years as stations' service manager in the station relations department, and more recently as advertising and promoion manager of WNEW New York.

Hodson Resigns

ROBERT E. HODSON, with the FCC for ten years and chief of the Commission's minute section since 1935, resigns that post to join the law firm of Pierson & Ball, Washington, as chief clerk until such time as he passes his bar examination, it was announced last week. He is succeeded at the FCC by Lavelle Hughes, who has acted as assistant chief of the minute section. Mr. Hodson graduated in 1935 with an A.B. degree from the George Washington U., Washington, and in 1940 he graduated from the Washington College of Law.

Capt. Lathrop Appoints Al Bramstedt KFAR Head

ANNOUNCEMENT was made last week of the promotion of Alvin O. Bramstedt, 27, assistant manager of KFAR Fairbanks, Alaska, to become manager of the station effective July 1, succeeding Wilson (Bud) Foster who will resign July 15 to be fulltime war correspondent in the North Pacific area for NBC. Capt. A. E. Lathrop, owner of KFAR, made the announcement upon his return to Fairbanks a fortnight ago.

Mr. Bramstedt began his career as an announcer in the campus studio at the University of Washington where he majored in speech. He came directly to KFAR from college in 1940. While still a student, he announced at KXRO Aberdeen, Wash. and helped work his way through school by doing odd jobs around the studio. With the exception of a few months spent on the Outside, when he returned in 1942 to the U. S. and announced over KSFO San Francisco, he has spent all his time since college, in Alaska.

THE LINE FORMS TO THE RIGHT...
at WXYZ for next availabilities on
EDDIE CHASE'S
"MAKE-BELIEVE BALLROOM"
10¾ hours per week
sponsored by accounts such as A&P and Canada Dry
WXYZ, DETROIT 26
or PAUL RAYMER & CO.

BOTH HALVES ARE IMPORTANT

on the Pacific Coast, too!

THE PACIFIC COAST is divided into two halves...saleswise. 50% of the retail sales in this $16,000,000,000 market are made *outside* the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located.

Time buyers naturally want to cover the whole of this lush tri-state market. There's only one way—*do it with Don Lee.* For the Don Lee Network—and *only Don Lee*—gives complete coverage to both the *inside* and *outside* halves.

Here is an *inside* story: Jack Benny got a higher rating (April, Hooper) on his Don Lee release than on network A, and you've probably already noticed that Union Oil's Point Sublime has a much higher Hooper since switching to Don Lee from network B.

Now look at the *outside* half: The largest coincidental telephone survey made on the Pacific Coast (C. E. HOOPER, 276,019 calls) showed that in many of these outside markets the listeners are 60 to 100% tuned to Don Lee.

In other words, Hooper proves...inside and out...what we've been saying all along: Any show on Don Lee will reach more listeners on the Pacific Coast than the same show on *any other* network.

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Reach the ACTIVE SALT LAKE MARKET

S. S. FOX, President and General Manager

National Representative JOHN BLAIR & CO.

BEHIND the MIKE

JAMES ALLEN, former program director of WIP and WFIL Philadelphia, now in the Army has been promoted to major in the European theatre of war.

J. M. WYNN has succeeded John H. Hoagland [BROADCASTING, June 12] as promotion manager of WHAS Louisville. Mr. Wynn for the past seven years has been national advertising manager of the *Louisville Times* and *Courier-Journal*.

RUSS SNOW, announcer of KPO San Francisco, has enlisted in the Marine Corps.

NORMAN LOEBL, former announcer of KLS and KROW Oakland, has joined KPO San Francisro.

WEBB WITMER, former public relations secretary for Kansas City, Mo., has joined the announcing staff of KPO San Francisco.

JACK ROBINSON, sound effects man of KPO San Francisco, has joined NBC Hollywood.

ABE BURROWS, writer on the weekly Blue *Duffy's Tavern*, is the father of a girl.

BOB HALL, of the Blue Hollywood publicity department, and Teresa Elizalde of Washington, were married in San Francisco June 17.

CHESTER BROUWER, former radio editor of *Fort Wayne Journal-Gazette*, has assumed duties of Noel Corbett in the Blue Hollywood publicity department. Mr. Corbett resigned to freelance. Bob Hall, formerly with Office of Censorship and OWI, San Francisco, has joined the Blue publicity staff.

RUTH ELIZABETH MILLER, formerly in the promotion and advertising departments of Time Inc., has joined KOBH Rapid City, S. D., as promotion manager. She replaces Elizabeth Toomey, now with UP.

TED EARLE, former continuity writer of CJKL Kirkland Lake, Ont., is overseas with the Royal Canadian Navy.

JACK McDONALD, announcer of CKGB Timmins, Ont., is joining the Merchant Marine. His place is being taken by Lawrence Smith, new to radio.

TED HUSING'S contract with CBS has been renewed for another two years beginning Aug. 9. Sportscaster covers Saturday track events and presents a weekly quarter-hour *On Your Mark*.

JACK GULLER is now announcing with WBTM Danville, Va., as Jack Barr.

CHARLES HULL WOLFE, formerly of WSRR Stamford, Conn., has joined the script department of WLIB Brooklyn, where he has been placed in charge of all commercial continuity and sponsored programs. New additions to the music department include Jeanne Frommer, formerly of KWOS Jefferson City, Mo., and Marcia Wissner, as assistants to librarian Roger Sweet. Louis Charles, announcer, formerly of WHN New York, has also joined WLIB.

SGT. JOHN F. SEMMENS, son of CBS chief draftsman, Fred A. Semmens, received the Distinguished Flying Cross and the Air Medal on May 18 in New Guinea.

GERRY COLSON, formerly with the program department of KVOD Denver, has joined the copy department of KJBS San Francisco.

Cuff at Sales Forum

SAM CUFF, general manager, WABD, Du Mont television station in New York, will speak on the use of television in retail selling at a visual selling forum to be held 2 p.m. June 29 at the Pennsylvania Hotel, New York, by the display directors of New York City, cooperating with the National Assn. of Display Industries. Afternoon session program also includes talks on the adaptation of theatre effects for retailing, on packaging and on the way in which the use of helicopters will influence visual selling and a roundtable disussion of fashion merchandising.

HUGH CARLSON, former newscaster of KOIL Omaha, has joined KGO San Francisco as newscaster.

ALEC SANDERS, new to radio, has joined KTMS Santa Barabara, Cal., as junior announcer.

MITCHELL B. DeGROOT Jr., publicity director of WCAE Pittsburgh, has announced his engagement to Louise Bloch of Chicago.

MARGARET (Pat) HILKER has joined the continuity department of WCAE Pittsburgh, replacing Helen Baughman, who has resigned to join the WAVES.

BETTY LOU HAMILTON is the new transcription supervisor at WPTF Raleigh, N. C. She replaces Flora Norris who has accepted a position in Washington.

BRETT HOWARD, former promotion director of WSAI Cincinnati, has been named sales promotion director of WSYR Syracuse.

PHYLLIS LEON, former women's announcer of WGH Newport News, has returned to the station in the script department. Michael Brown has joined the WGH announcing staff, coming from WSAP Portsmouth, Va. and WCNC Elizabeth City, N. C.

BOB UMBACH, released from the Army Air Corps, is now a member of the announcing staff of WGST Atlanta, Ga. Hugh Whiteside, formerly with WKPT Kingsport, and WNOX Knoxville, Tenn., is now with WGST.

BEN KAUFMAN, formerly television editor of *Radio Daily*, has resigned to become managing editor of *Television*, new quarterly published by Frederick Kugel Co., New York.

WILLIAM DRIPS, NBC central division director of agriculture, has been named to the board of trustees, radio member, of Farm Foundation, organization devoted to betterment of rural life, with headquarters in Chicago.

FRANK McINTYRE has relinquished his several daily newscasts at KUTA Salt Lake City, Utah, to devote his full time to his duties as production manager. Herman Wilson and Vern Lowden will handle Mr. McIntyre's newscasts. Louise Winchell relieves King Harman of sales traffic duties since he will devote full time to special and remote broadcasts as program director.

HELEN HIETT, author of "No Matter Where," and former war correspondent for NBC, is now with NBC's public service staff as editor of publications, and research assistant for *University of the Air*.

ROBERT H. LOCHNER, a member of NBC's international staff for three years, has been named head of the German section, succeeding Ernst Noth, who left last March to enter the Army. Mr. Lochner is the son of Louis P. Lochner, war correspondent and NBC commentator now stationed in San Francisco. In addition to his administrative duties, Mr. Lochner will continue to write, produce and announce German shortwave programs.

LEWIS S. FROST on June 1 became NBC Hollywood program manager in addition to his duties as assistant to Sidney N. Strotz, NBC western division vice-president. The identifying headgear is purported to reduce confusion in telephone conversations, although the lines seem to be well snarled.

Maj. Clausen Back

MAJ. WALTER B. CLAUSEN, news analyst of WCKY Cincinnati, is convinced that nothing less than complete demilitarization of Japan will insure peace in the Pacific. Maj. Clausen is just back from an assignment in the headquarters of Adm. Chester W. Nimitz. Stating that our fighting men feel that the occupation of Tokyo is the only way to insure a lasting peace, he enlarged on the subject by saying, "the shortest way to China seems to be across the Pacific by way of the Philippines. It does not seem that we can reach the Philippines within a year. After we get there, we'll have a struggle. It may take us two years to get to China, and possibly two hard years of war after that." Maj. Clausen, whose experience dates back to 1910 in Far Eastern affairs, regards the war with Japan as the most serious conflict in the history of civilization.

HARRY WIEBE, formerly of CHWK Chilliwack, B. C., has joined the announcing staff of CJVI Victoria, B. C.

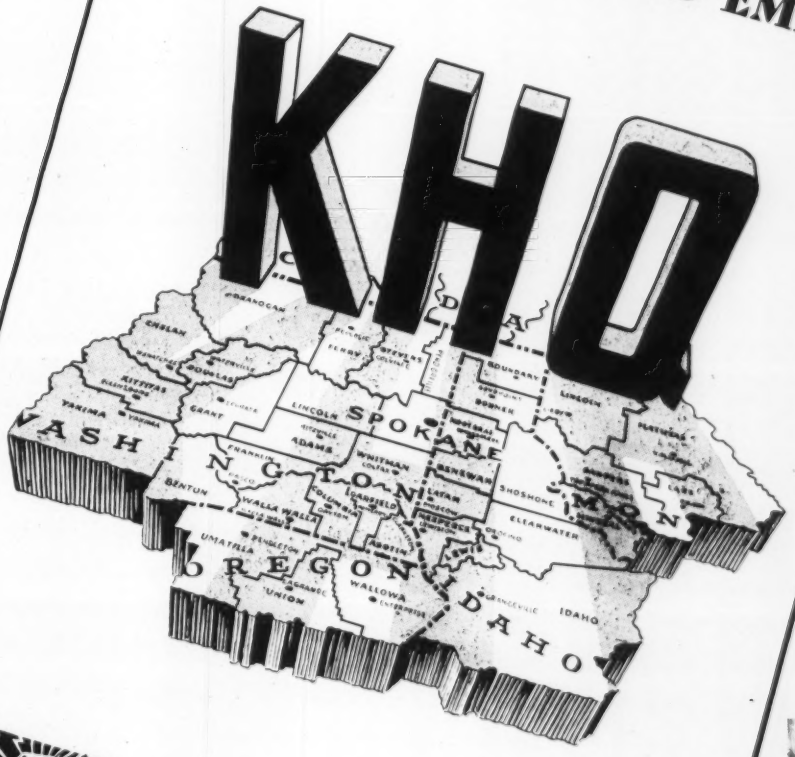
SANFORD (Bud) PAGANUCCI, Hollywood writer of J. Walter Thompson Co. on NBC *Chase & Sanborn Show*, and Helen Richardson were married in San Francisco on June 16.

CLIFF NAUGHTON, announcer of KSFO San Francisco, has enlisted in the Marine Corps.

THE LINE FORMS TO THE RIGHT...
at WXYZ for next availabilities on
EDDIE CHASE'S
"MAKE-BELIEVE BALLROOM"
10¾ hours per week
sponsored by accounts
such as A&P and Canada Dry
WXYZ, DETROIT 26
or PAUL RAYMER & CO.

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ



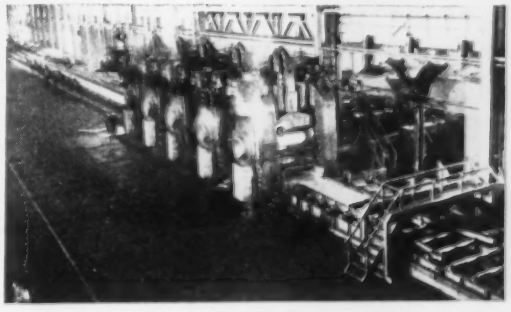
5000 Watts—590 Kilocycles

Owned and Operated by

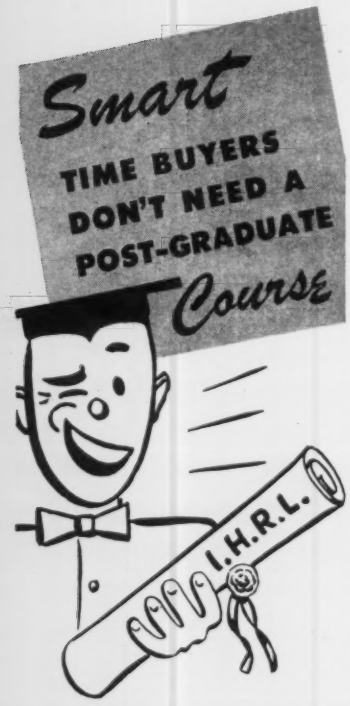
LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Rolling out Aluminum 50 times as fast as it was rolled prior to the war. Leaving this 5-stand continuous mill, sheet goes down the city-block-long run-out table to the coiler at a Rolling Plant near Spokane—one of three permanent new plants making this the "Light Metals Capital of the World." KHQ covers this area like a gentle rain—reaching all of this ever-increasing *permanent* population. (Photo Courtesy ALCOA).



Once they've received their training at the Institute of Higher Radio Learning, acquiring knowledge of outstanding radio time buys . . . SMART TIME BUYERS are equipped for success.

Many a smart young advertiser has set the world, and *especially* the Denver Market, on fire, by using KOA for his sales message.

★ Here are KOA's stepping stones to successful results:

Dealer Preference (68.8%)*
Listener Loyalty (69%)**
Top NBC Programs
Power (50,000 Watts)
Coverage (Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

PAUL BRITTON, former publicity man with Columbia Pictures and Howard G. Mayer & Assoc., Chicago, has joined KLZ Denver as continuity writer.

JOHN BARRY, formerly of WAAB Worcester, Mass. has joined the announcing staff of WDRC Hartford, replacing Everett Jess who has joined the Platt-Forbes Agency, New York.

MALLORY FREEMAN, former production manager and educational director of WRNL Richmond, Va. has been made assistant general manager of the station. Warde Adams, assistant production manager, has been appointed acting production manager.

MRS. BRETT COVEL has joined the staff of WSYR Syracuse as promotion director.

RUTH ROBERTS, formerly of WOMT Manitowac, Wis., has joined the announcing staff of WEDC Chicago.

ROY NEAL, announcer of WIBG Philadelphia, has resigned to enter the Army.

STANLEY FLORSHEIM, manager of the Blue's cooperative program department, is the father of a girl.

CARL FREDERICK, announcer, formerly heard on Pennsylvania and Virginia stations, has joined WAAT Newark, N. J.

MAGGIE McNELLIS, Broadway and Hollywood columnist now heard on WINS New York, moves to WEAF New York July 3 for a five-times weekly quarter-hour commercial program in the 12:15 p.m. spot.

HOWARD CARRAWAY, former Blue network producer, has joined Consolidated Radio Artists Inc., New York, as co-director of the radio department, working with Bob Bundy.

JAMES WELLARD, WLW Cincinnati war correspondent who covered the North African and Italian campaigns, is moving into France according to word received by William Dowdell, WLW news editor. Mr. Wellard's reports, titled *It Happened There*, are heard on WLW Sundays at 11:30 a.m.

PUSHING A PEEP is a bit harder on Johnny than his "Call for Philip Morris" that he gave out with on Natalie Porter program *Grace Notes* on WAVE Louisville. Loaded in the peep, the property of Ruth Nall (driving), WAVE continuity writer, are (l to r): Natalie Porter, announcer; Freda Timmons, tobacco representative; Mary Ellis, traffic manager; Ruth Gilbert, transcription lilbrarian; Bunch Sanders, promotion; Kay Kohlhepp, receptionist. Right, James C. Bosworth, P. M. salesman.

FRANK DOYLE, former program director of WLOK Lima, O., has joined WMBD Peoria, Ill., as announcer. Constance Rivard, new to radio, joins the WMBD promotion department. Ed Cooper has left WMBD to join the announcing staff of WGN Chicago and is succeeded as chief announcer by Paul Ruhle. Harry Luedeke returned to the WMBD announcing staff after a year's absence.

BOB YOUNG, formerly with WAOV Vincennes, Ind., has joined the announcing staff of WOWO Ft. Wayne.

GUS SAUNDERS is new to the announcing staff of WNAC Boston.

HARDIN GRAYMOUNT, former announcer at WITH Baltimore, has joined the announcing staff of WMAL, Blue outlet in Washington, where he will be known as Stuart Grey.

WELLS RITCHIE, assistant supervisor of public relations, Canadian Broadcasting Corp., Toronto, is making a tour of eastern Canadian stations.

Video Future Outlined At New York ATS Meet

HOWARD L. PERDUE, regional commercial representative of the Electronics Division of General Electric Co., outlined the probable future of television as envisaged by GE engineers [BROADCASTING, April 10] and Robert Stone, program manager of the GE video station, WRGB Schenectady, reviewed the stations program activities before a meeting of American Television Society held last Tuesday at the Capitol Hotel, New York.

Mr. Stone accepted for WRGB the plaque symbolizing the ATS award for outstanding video programming in 1943, a presentation which will be represented before the WRGB cameras and microphones in the near future. A similar presentation to WABD, Du Mont station in New York, for outstanding work in commercial television last year, will be similarly made on a WABD program. Norman D. Waters, retiring president of ATS, was presented with a special award for outstanding service to television in honor of his valiant efforts to keep television alive during the war years.

THE New York Newspaper Guild awarded a special citation for "continuous efforts in granting labor's viewpoint freedom of the air," to WLIB Brooklyn. Station was inadvertently referred to as WLB Brooklyn in a previous issue.

LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

A Dozen to Choose From

Here are twelve NBC Recorded Programs that have proved their audience appeal. Note the number of stations in U. S. and Canada where they have run or are now running:

Betty and Bob (390 quarter-hours)	101 stations
The Weird Circle (52 half-hours)	62 stations
Modern Romances (156 quarter-hours)	71 stations
Stand By for Adventure (52 quarter-hours)	48 stations
The Name You Will Remember (260 5-min. prog.)	75 stations
Through the Sport Glass (52 quarter-hours)	22 stations
Hollywood Headliners (156 5-min. prog.)	112 stations
Let's Take a Look in Your Mirror (156 5-min. prog.)	53 stations
Carson Robison & His Buckaroos (117 quarter-hours)	50 stations
Time Out—Series I With Allen Prescott (26 quarter-hours)	142 stations
—Series II With Ted Steele and Grace Albert (26 quarter-hours)	57 stations
Getting the Most Out of Life Today (117 5-min. prog.)	63 stations
Five-Minute Mysteries (66 5-min. prog.)	103 stations

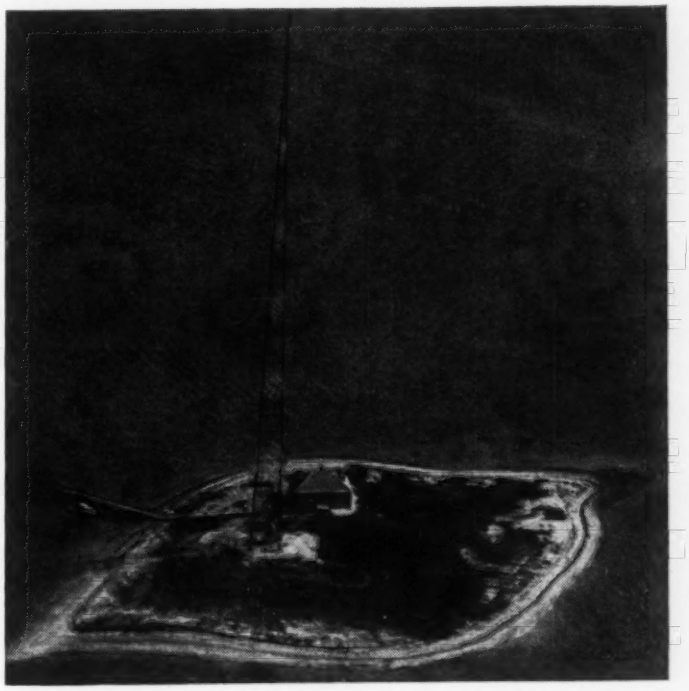
Many markets are still available. Check this list and write for availability, rates, and audition records.

National Broadcasting Co.
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
A Service of Radio Corporation of America

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

CHNS
HALIFAX
NOVIA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

Time Buyers Notice!!



WNBH... Is a

(New Bedford, Mass.)

"Good Old Station With a New Program ...and Equipment"

Twenty-three years old May 20, eleventh to file with FCC in U.S., WNBH is a good, reliable station, depended upon by 110,341 people (1940 census) in New Bedford; Bristol County Population is 364,637. It is used weekly by ninety (90) contract advertisers in New Bedford.

BASIC BLUE! (PLUS) Local Service

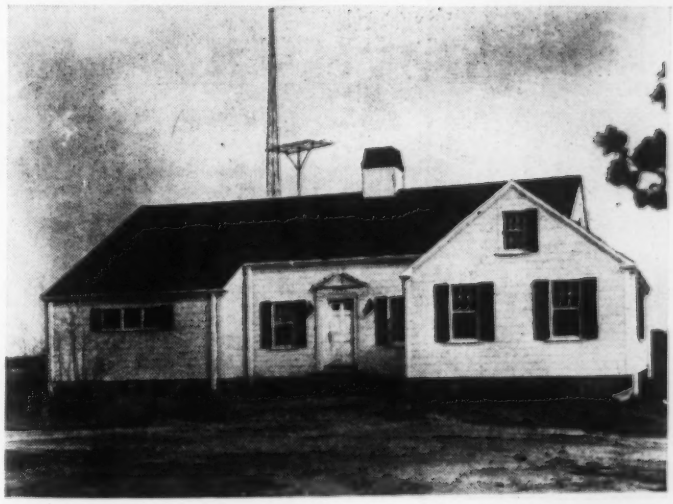
WNBH, New Bedford went Basic Blue, July 1, 1943 and July 1, 1944 will have completed a year, now having all the Blue programs, from Dunninger to the Quiz Kids. This big package of listeners is waiting for your story of merchandise and service. See Rambeau for availabilities.

Basic Blue **IS** something! It's a good Program! But 47 hours of local public service programs each week, is something, too! Together they spell audience—plus!! Local news staff, AP Wire 24 hr, fishermen's news, letters to fighters, etc. . . . it all adds up to advertising value. Act Now. See Rambeau.

WOCB.... CAPE COD

Is On The Air!

WOCB, Cape Cod, studios and transmitter in West Yarmouth near the ocean, re-opened and started broadcasting May 6, 1944. WOCB has all the BLUE Programs . . . marvelous availabilities right now! 46,365 people live the year around in Barnstable, Dukes and Nantucket counties, all of which make up Cape Cod. The average population on the Cape between June 15 and October 1, each year, is over 200,000. That's it! Over 200,000 people at the 50,000 rate. See Rambeau Now! It's a great market. New equipment, locally programmed, you can't miss on Cape Cod . . . act now . . . See Rambeau!



Represented By Rambeau

WNBH, New Bedford and WOCB, Cape Cod are owned by E. Anthony & Sons, Inc., New Bedford, Mass., owners and publishers of the New Bedford Standard-Times, and the Cape Cod Standard-Times.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOL Washington

Esquire Inc., Chicago (*Coronet*), *sa*, thru Schwimmer & Scott, Chicago.
Kellogg Co., Battle Creek (All Bran), 5 *sp* weekly, thru Kenyon & Eckardt, N. Y.
P. Lorrilard Co., New York (Old Gold cigarettes), *sp*, thru J. Walter Thompson Co., N. Y.
Warner Bros., New York, 2 *sp* weekly, thru Blaine-Thompson Co., N. Y.
G. Washington Coffee Refining Co., Morris Plains, N. J., *sa*, thru Ruthrauff & Ryan, N. Y.
Republic Pictures, New York, *sa* thru Donahue & Coe, N. Y.
Safeway Stores, Oakland, Cal. (Skylark bread), *sa*, thru J. Walter Thompson Co., N. Y.
Sinclair Refining Co., New York (gasoline & oil), 3 *ne* weekly, thru Hixson-O'Donnell Agency, N. Y.
Swift & Co., Chicago (meats), *sa*, thru Lewis Agency, Washington.
Warner Bros., New York, *sa*, thru Blaine-Thompson Co., N. Y.

WMAQ Chicago

Peter Fox Brewing Co., Chicago (beer), 5 *ne* weekly., 13 weeks, thru Schwimmer & Scott, Chicago.
MacFadden Publications, New York (*True Story*), 3 *t*, thru Raymond Spector Co., N. Y.
Balaban & Katz Corp., Chicago ("The Story of Doctor Wassell"), 9 *sa*, thru M. M. Fisher Assoc., Chicago.
Hubinger Co., Keokuk, Ia. (Quick elastic starch), 13 *sa*, 13 weeks, thru Ralph H. Jones Co., Cincinnati.
H. J. Heinz Co., Pittsburgh (Mustard and 57 Sauce), 40 *sa*, thru Maxon Inc., N. Y.

WEAF New York

Sweets Co. of America, Hoboken, N. J. (Tootsie V-M), 3 *ne* weekly, thru Duane Jones Co., N. Y.
Megowen-Educator Food Co., Lowell, Mass. (Crax), 3 *ne* weekly, thru Duane Jones Co., N. Y.
Loew's Inc., New York (MGM pictures), 5 *sp* weekly, 52 weeks, thru Donahue & Coe, N. Y.

KFI Los Angeles

Willliam Wrigley Jr. Co., Chicago (gum), 44 *ta*, thru Ruthrauff & Ryan, Chicago.

WOAI San Antonio

Butay Products, Los Angeles (Raindrops detergent), *t* weekly, thru Glasser Gailey, Los Angeles.
Stanco Inc., New York (Flit, Flyspray), *sa* weekly, 13 weeks, thru McCann-Erickson, N. Y.
Kellogg Co., Battle Creek (cereal), *t* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Plough Inc., Memphis (Mexsana), *t* weekly, thru Lake-Spiro-Shurman, Memphis.
Rit Products Corp., Chicago (dye), *t* weekly, 26 weeks, thru Earle Ludgin & Co., Chicago.
Wm. Wrigley Jr. Co. Chicago (chewing gum) *t* weekly, thru Ruthrauff & Ryan, Chicago.
U. S. Steel Co., Pittsburgh (fencing, etc.), 6 *ne* weekly, 52 weeks, thru BBDO, Pittsburgh.
Folger Coffee Co., San Francisco, *t* weekly, 13 weeks, thru Grant Adv. Agency, San Francisco.
Gulf Refining Co., Pittsburgh (Gulfspray), 2 *t* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Sinclair Oil Co., New York, 2 *t* weekly, 26 weeks, thru Hixon-O'Donnell Agency, N. Y.

WFIL Philadelphia

Gruen Watch Co., Cincinnati, 20 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Plough Inc., Memphis (St. Joseph Aspirin), 9 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
Winfield Donat Co., Philadelphia (Zenith hearing aids), 7 *sa* weekly, 13 weeks, thru Julian G. Pollock, Philadelphia.
Block Drug Co., Jersey City (Stera-Kleen), 2 *sa* weekly, 52 weeks, thru Redfield-Johnstone, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Colgate dental cream), 5 *sa* weekly, 39 weeks, thru Ted Bates Inc., N. Y.
Goodall Co., Cincinnati (Palm Beach suits), 13 *sa* weekly, thru Ruthrauff & Ryan, Chicago.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 16 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Zonite Products Corp., New York (Larvex), 8 *sa* weekly, thru McCann-Erickson, N. Y.
Gulf Oil Corp., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.

WOR New York

Barco Labs., Brooklyn (Barcolene Household Cleanser), *sa*, 52 weeks, thru Scheck Adv., Newark.
Eppens Smith Co., New York (Holland House Coffee, Challenge Tea), *sa*, 26 weeks, thru Scheck Adv., Newark.
Wander Co., Chicago (Ovaltine), *ne*, weekly, 13 weeks, thru Hill Blackett & Co., Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox Bouillon Cubes), *sa*, 13 weeks, thru J. M. Mathes Inc., N. Y.

WLIB Brooklyn

Borden's Farm Products, New York (milk), 5 *sp* weekly, 26 weeks, thru Young & Rubicam, N. Y.
Joe Lowe Corp., New York (Popsicle, Fudgicle, Creamsicle), 7 *sp* weekly, 13 weeks, thru Abbott Kimball, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 25 *ta* weekly, thru Wm. Esty & Co., N. Y.
Venida Lacquer Co., New York (cosmetics), 15 *ta* weekly, 26 weeks, thru E. T. Howard Co., N. Y.
S. A. Schonbrunn Co., New York (Savarin coffee), 15 *ta* weekly, 52 weeks, thru Roy S. Durstine, N. Y.
Wine Shippers, New York (Colcomet wines), *sp ne*, weekly, 13 weeks, thru Redfield-Johnstone Co., N. Y.
Kay Preparations, New York (Formula 301), 7 *sp* weekly, 52 weeks, direct.
Republic Pictures, New York, *sp*, thru Donahue & Coe, N. Y.
Young Peoples' Church of the Air, Philadelphia, 6 *sp* weekly, 52 weeks, thru Harry A. Zoog, Philadelphia.

KPO San Francisco

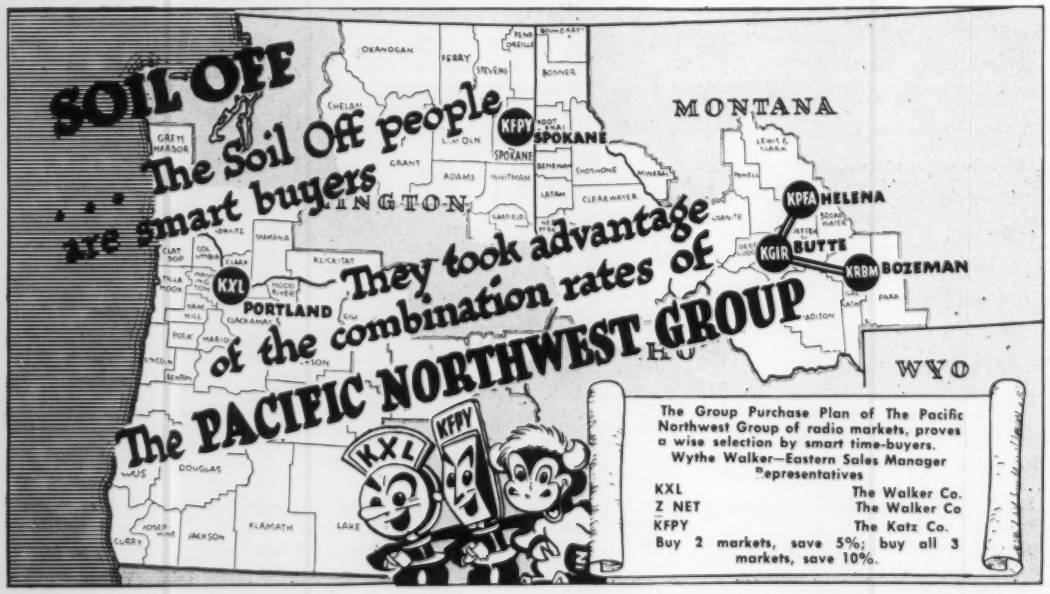
Remar Baking Co., Emeryville, Cal. (bread), *sp* weekly, 52 weeks, thru Garfield & Guild, San Francisco.
George Wylie Co., Kansas City (fishing guide), 2 *t* weekly, thru First United Broadcasters, Chicago.
G. Washington Coffee Refining Co., Morris Plains, N. J. (coffee), 4 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
H. J. Heinz Co., Pittsburgh (mustard and 57-Sauce), 10 *ta* weekly, thru Maxon Inc., Detroit.
Morton Salt Co., Chicago, 2 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Skinner Mfg. Co., Omaha. (Raisin-Bran), 4 *ta* weekly, 52 weeks, thru Bruce B. Brewer & Co., Kansas City.

KHJ Hollywood

Nehi Corp., Columbus, Ga. (Par-T-Pak), *sa* daily, 52 weeks, thru BBDO, Los Angeles.
National Lead Co., San Francisco (Dutch Boy paints), *sa*, 52 weeks, thru Erwin, Wasey & Co., San Francisco.
Londonerry Co., San Francisco (ice cream mix), 3 *sp* weekly, 13 weeks, thru Allied Adv. Agencies, San Francisco.

KYW Philadelphia

Hubinger Co., Keokuk, Ia. (Quick Elastic starch), *sa* weekly, for 13 weeks, thru Ralph Moore, St. Louis.
Zonite Products Corp., New York (Larvex), 5 *sa* weekly, for 6 weeks, thru McCann-Erickson, N. Y.
Muralo Co., Staten Island, N. Y. (Mural Tone Powder Paint), 2 *sa* weekly, for 13 weeks, thru R. T. O'Connell, N. Y.



Magazine Surveys Musical Programs

Critics Vote Room for Better Quality on Average Show

RESULTS of a poll of music critics on their opinions of radio music programs were announced last week by *Musical America*, music news magazine. Publication polled 500 newspapermen on the best symphony program, the outstanding radio musical event, and ten other categories.

Press was also invited to comment on the handling of commercial announcements on music programs, with opinion forced to be divided equally as to whether they were in keeping with the character of the broadcasts. A substantial majority —82%—voted that there was room for improvement in the quality of the average musical program, especially in the type presenting orchestra with featured soloist.

Magazine reported that letters and comments accompanying the ballots offered a variety of suggestions for improvements ranging from "get Federal control for radio" and "stop playing-down to radio audiences" to "God bless commercials!" and "radio is doing a swell job".

The 12 classifications and the winners in each category follow:

1. Outstanding Event of the Year: The radio premiere of Dimitri Shostakovich's Eighth Symphony by the New York Philharmonic-Symphony, under Arthur Rodzinski, on April 2, CBS.
2. Symphony Program: New York Philharmonic-Symphony, CBS.
3. Operatic Program: Saturday broadcasts of the Metropolitan Opera, Blue Network.
4. Small Ensemble: Sinfonietta, conducted by Alfred Wallenstein, WOR-Mutual.
5. Symphony Conductor: Arturo Toscanini, conductor of the General Motors (NBC) Symphony.
6. Program Conductor: Andre Kostelanetz, *Pause that Refreshes* program, CBS.
7. Operatic Conductor: Bruno Walter, Metropolitan Opera broadcasts, Blue Network.
8. Female Vocalist: Marian Anderson, guest artist on various programs.
9. Male Vocalist: John Charles Thomas, *Westinghouse Hour*, NBC.
10. Announcer: Milton Cross, veteran announcer of the Metropolitan Opera broadcasts (Blue Network) and other programs.
11. Orchestra with Featured Soloists: *The Telephone Hour*, conducted by Donald Voorhees, NBC.
12. Program with Educational Flavor: Tie between *Music of the New World*, NBC, and *School of the Air*, CBS.

WSM Host to Press

TENNESSEE publishers were given an inside peek at radio June 17 when more than 50 members of the Tennessee Press Assn., meeting in Nashville, were guests of Harry Stone, WSM general manager, and of NBC at the WSM-NBC *Grand Ol' Opry* broadcast following a cocktail party at the Andrew Jackson Hotel. "This is the finest gesture of goodwill and good friendship from radio to the press that I have ever seen and you are to be highly commended," said Sam O. Murphy, editor and publisher of the *Springfield* (Tenn.) *Herald News* and TPA retiring president. Newspaper guests were welcomed on the air during regional shows by the *Grand Ol' Opry* cast. Dean R. Upson, WSM commercial manager, and C. Lester Barnard, station publicity director, engineered the party.

Baltimoreans Like Us!*

They sure do! All indications prove it!

Baltimoreans like to visit us. They like to visit the finest studios south of the Mason-Dixon line. Week after week, year after year, they come in great crowds to see the shows that go on the air from our big studio "A." The actual count is well over 75,000 people yearly. *No other Baltimore station can equal this studio audience record!*

Of course, the mail comes in, too—plenty of it . . . and WFBR does not use "shot-in-the-arm" stimulants to build up mail pull. Just mail—thousands of letters from people interested in WFBR's programs.

All types of surveys have told a consistent history of WFBR audience leadership . . . a top position with loyal listeners during the past 22 years—regardless of the changes that have taken place in the Baltimore radio picture. And don't forget . . . *there are over a million people living in Baltimore and vicinity.*

Yes, Baltimoreans have liked us for a long time. You make the most of this long-time friendship when you buy WFBR in Baltimore.

•

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!

"Plug" Kendrick says:

Louisville advertisers pick a WINNer!

51 local accounts have used WINN for a solid year!

That's RESULTS!

WINN LOUISVILLE *with* WINN *Your* BLUE NETWORK STATION *in* LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Agencies

EDMUND F. JOHNSTONE, president of Redfield-Johnstone, New York, now serving in the Pacific area as commanding officer of an Army Air Force fighter control squadron, has been advanced to the rank of major.

SCHUYLER KUDNER, since 1935 with Arthur Kudner Inc., New York, has been elected a vice-president. He is the brother of the late Arthur Kudner, founder of the agency.

JEROME S. MEYER, former president of Zinn & Meyer, New York advertising agency, and author of books on entertainment, has joined Norman D. Waters & Assoc. The agency, which specializes in fashion accounts, is expanding its activities into radio and television, and Mr. Meyer will assist Mr. Waters in developing programs for both media.

BERGLIETTE BOE, timebuyer with MacFarland, Aveyard & Co., Chicago, on the *Saturday Evening Post* account on July 1 transfers to the New York office of the agency where she will continue as timebuyer for SEP. Evelyn Stark, timebuyer for the agency in Chicago, will continue to supervise timebuying activities out of the Chicago and New York office.

FRED SCHMIDT, who formerly did research work for the War Dept., has joined the research department of Ivey & Ellington, New York.

J. M. MATHES Inc., New York, has promoted the following members of its copy department to associate copy directors: Frank P. Baldwin, Howard M. Newton, Elizabeth S. Shaver, Harry Barnhart Jr.

FRED H. FIDLER, who organized the film department of J. Walter Thompson Co. and who has been active in agency television work, serving also as executive on P. Ballantine & Sons account, has resigned from the agency after 15 years in its various branch offices. He plans to devote full time to television, motion pictures, radio and related fields, and will open a New York office shortly.

CHESTER E. HARING, former vice-president and director for marketing for BBDO, assumed active charge of the postwar marketing research project of the Committee for Economic Development effective June 20. Assistant director of the CED's new project will be J. L. Barrett, former engineer with the George S. May Co., Chicago.

WICK CRYDER, publicity director of J. Walter Thompson Co., New York, left for the West Coast last week to set up promotion for the 10th anniversary for *Lux Radio Theatre*, CBS-Lever Bros., program, and for the return of the *Frank Sinatra Show* to CBS in August. He will return in two weeks.

Wider Agency Service

ADVERTISING agencies in the post-war period will be called upon to employ their services in research, creation and public relations to a degree never before experienced in the history of the profession, according to Edward R. Grace, president of Grace & Bement Inc., Detroit, in announcing the moving of the agency's general offices from the New Center Bldg. to the Penobscot Bldg. Mr. Grace said that in the reconversion and post-war periods, American business will be faced with the task of educating the public for the introduction of new products and expanded markets.

IT WAS SUPPER TIME for Chicago officials of Sherman K. Ellis & Co., following the premiere of *Supper Interlude*, which is sponsored by W. F. McLaughlin & Co., Chicago. Program is heard on WMAQ Chicago. Guests were (l to r) Rudi Neubauer, NBC local and spot sales; Joseph Gallicchio, orchestra director; Louis Roen, announcer; George Bogart, account executive of Sherman K. Ellis; Frances Velthuys, timebuyer; J. F. Price, agency vice-president; Harry C. Kopf, NBC central division vice-president; Jules Herbuveaux, NBC program manager; Clifton Utley, commentator; Jean Simpson, secretary to Palmer Clark, radio director of Sherman K. Ellis; Mr. Clark.

Martin Joins Allied

DON MARTIN has joined Allied Advertising Agencies, Los Angeles, as resident manager after having been NBC western division director of news and special events for the past nine months. Mr. Martin has been with NBC for four years and was in charge of news and special events at KPO in San Francisco for two years.

Mr. Martin

Replacing Mr. Martin will be Joseph P. Alvin, former assistant manager of NBC western division press department, with which he has been associated for seven years. Mr. Alvin was feature editor of the network in Chicago and prior to entering radio was with the AP.

JAMES E. LILLIS has been added to the creative staff of Brooke, Smith, French & Dorrance, Detroit and New York agency. During the past four years he has served as captain in the Canadian Army overseas and previously had been associated in the sales and advertising of Philco radio and television products.

DORIS RADER, writer of Benton & Bowles, New York, has been shifted to agency's Hollywood office and assumed added publicity duties. Mary Stahl has joined the Hollywood staff.

ELLIS ADV. Co., Buffalo, has moved its offices to the Niagara National Bank Bldg., 15 E. Genessee St. at Main.

K. C. JONES, accountant, has been promoted to media buyer of Glasser-Gailey & Co., Los Angeles.

D. E. ROBINSON, director of research of Pedlar, Ryan & Lusk, New York, has been elected treasurer of the agency. Mr. Robinson has been with the organization for three years.

BBDO Boston, on June 22 moved to 1220 Statler Office Bldg., 20 Providence Street.

WILLIAM J. HEGGEN, formerly an advertising and public relations executive for the Ethyl Corp., New York, has joined Compton Adv., New York, in an executive capacity.

MARGUERITE ROBERTS JOHNSON, formerly with Oswald Adv., Philadelphia, has formed an agency under the name of M. R. Johnson Adv., with offices at 2041 Rittenhouse Square, Philadelphia.

ELEANOR POLLOCK has resigned as women's editor of the *Philadelphia Record* in that city to join the advertising staff of the Monroe Drehr Agency, New York.

Spalding Names F-H

FERRY-HANLY Co., New York, is the agency representing A. G. Spalding & Bros., Chicopee, Mass., sporting goods firm which is sponsoring the National Tennis Matches from Forest Hills, L. I., N. Y., Sept. 3-4 over a 30-station network [BROADCASTING, June 12]. Stanley G. Boynton, Detroit, listed as the agency, last week advised BROADCASTING: "Release was in error as we failed to state network built especially for Ferry-Hanly Co., New York advertising agency, for their client, A. G. Spalding & Bros."

Bendix VHF Orders

RADIO Division of Bendix Aviation Corp., Baltimore, has received orders totaling about $30,000,000 for an improved type of very high frequency radio for use in warplanes, W. P. Hillard, general manager, has announced. Production on the units will be in full swing shortly. Advantage of the new sets is said to be comparative freedom from natural static and short range, permitting simultaneous use of the same frequency on different fronts.

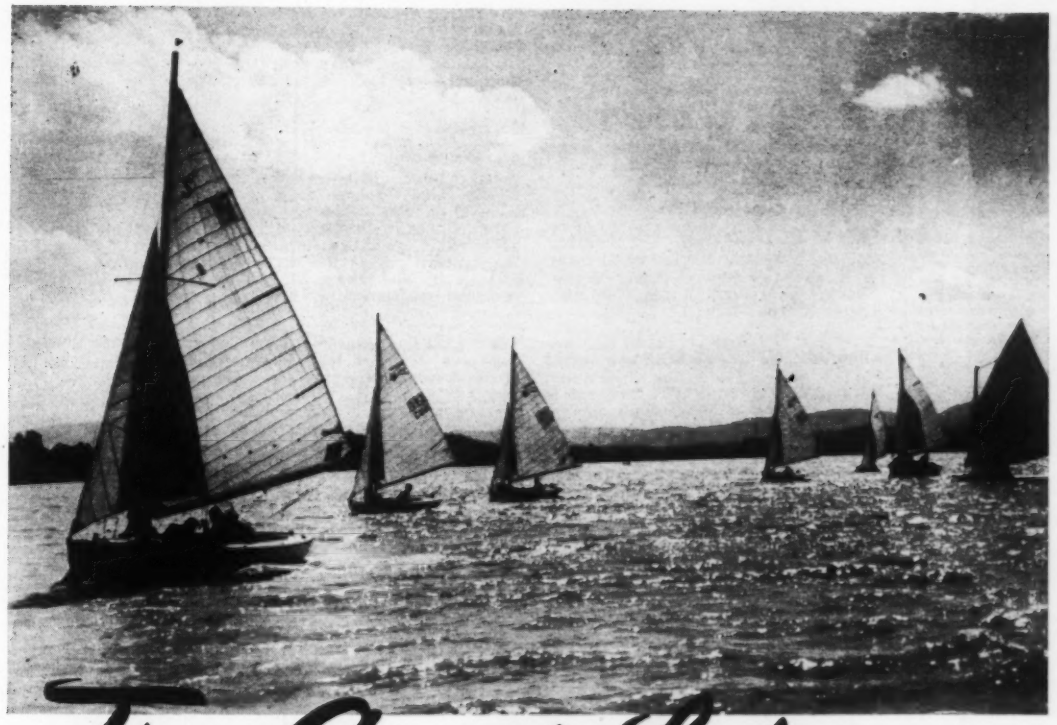
Agency Ad Plan

ABBOTT KIMBALL Co., New York advertising agency, has distributed a booklet entitled "Get on the Brand Wagon!" to encourage department stores and manufacturers to advertise immediately. Brochure also acts as a guide to advertising procedure including defense against competition, public education of a product, selecting a right name for the product and stresses the importance of making the firm name and brand quickly familiar to the public.

for SMN* it's WHN

DIAL—1050
50,000 WATTS

* SPORTS · MUSIC · NEWS



The Great Lakes of the South

TVA, in creating a vast new power empire in the Chattanooga area, has also created nine great lakes which President Roosevelt calls, "The Great Lakes of the South."

Chickamauga Lake alone is more than 60 miles long with a shore line of 650 miles.

Six great public parks line its shores, all from 8 to 38 miles from Chattanooga.

These great lakes are providing Chattanooga with great new recreational facilities . . . sail boating, motor boating, hiking, swimming, fishing, and horse back riding.

In addition, Lookout Mountain and Signal Mountain combine to offer vacationists and residents every conceivable form of outdoor diversion.

A GREAT HOOPER

C. E. HOOPER, INC.

MIDWINTER 1944

STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	Others
MORNING INDEX (8 TO 12 P.M.)	48.2	24.1	26.6	1.1
AFTERNOON INDEX (12 TO 6 P.M.)	45.9	25.1	27.7	1.3
EVENING INDEX (6 TO 10:30 P.M.)	43.2	35.5	19.3	2.0

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS

FOR CHATTANOOGA

5,000 WATTS DAY AND NIGHT

National Representatives

PAUL H. RAYMER CO.

Hon. Don O'Brien
Young & Rub cam, Inc.
New York, N. Y.

Dear Don:

They say results speak louder than words, and I guess that's right. Coyle & Richardson, one of Charleston's leading department stores and an exclusive WCHS advertiser, has just released a result story which I think you'll be interested in. This is the first season they've ever promoted fur storage by radio, and right now they're just exactly 33⅓% ahead of last year's figures. The department head says it's not at all unusual for their phone to start ringing almost immediately after a fur commercial has been read. And not only that, but radio this year has brought them many new customers who never before used C & R fur storage.

I've always said you can't argue with success, and WCHS advertising is successful, as any Branham man can tell you.

Regards
Yours Algy

WCHS
Charleston, W. Va.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
October 1943 thru February 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.0	26.5	34.3	25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	29.4	32.1	21.4	15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.7	12.6	35.5	8.7

A 5-MONTH RECORD TO BE PROUD OF!

WGRC *Mutual*

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-*National Representatives*

Radio Advertisers

ZONITE PRODUCTS Corp., New York, has appointed Erwin Wasey & Co., New York, to handle Zonite, feminine hygiene antiseptic, and Zonitors. Zonite's Forhans toothpaste division is handled by Erwin Wasey & Co. Larvex continues under McCann-Erickson, Inc., New York.

METRO-GOLDWYN-MAYER has added 26 Don Lee network stations to its new *Screen Test* series which started on Mutual June 12. Program is now heard on a total of 85 outlets. Agency is Donahue & Coe, New York.

PETER FOX BREWING Co., Chicago (Fox De-Luxe beer), on June 12 renewed sponsorship of its five-minute news analysis by Alex Dreier, NBC commentator, Mondays thru Fridays on WMAQ Chicago. Contract is for 13 weeks. Agency is Schwimmer & Scott, Chicago.

DECCA RECORDS Inc., New York, has transferred its account to Newell-Emmett Co., New York, with Edwin Franklin in charge. Future media plans are now being formulated.

FOY PAINT Co., Cincinnati, has named Roche, Williams & Cleary, Chicago, to handle its advertising. Radio schedule has not been set.

WASHINGTON Cooperative Egg & Poultry Assn., Seattle (Lynden chicken), on July 1 starts sponsoring a weekly quarter-hour song and chatter program *Collins Calling* on 15 Blue Pacific stations, Saturday, 10:15-10:30 a.m. (PWT). Contract is for 52 weeks. Firm is also sponsoring the weekly 15-minute Dr. Wallace Sterling—News Analyst, on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KIRO), Saturday, 7:45-8 p.m. (PWT), with transcribed repeat on KOIN KFPY, Saturday, 9:30-9:45 p.m. (PWT). Contract for 52 weeks started June 24. Pacific National Adv., Seattle, has the account.

SCHOENHOFEN-EDELWEISS Co., Chicago (Edelweiss beer), began sponsorship June 19 of a quarter hour news period featuring I. Paul Harvey, on WENR Chicago, Mondays thru Fridays. Contract is for 52 weeks, placed by Olian Adv. Co., Chicago.

PHILLIP K. WRIGLEY, who resigned two months ago as president of Wm. Wrigley Jr. Co., Chicago, remaining active in company affairs as director, has been elected chairman of the board.

WHITE LABS., Newark, N. J. (Chooz chewing gum), has started dramatized spot announcements as a test campaign on CKCL Toronto. Account was placed by Baker Adv., Toronto.

VALMONT of Cañada Ltd., Windsor (Anacin, Bisodol and Kolynos) has appointed Young & Rubicam, Toronto, as its Canadian advertising agency effective July 1. No radio plans are ready as yet.

J. E. FRENCH Co., San Francisco (auto distributor), has started sponsorship of Sidney Roger, commentator, on KSFO San Francisco, Mon. thru Fri. 8:15-8:30 a.m. (PWT). Contract is for 52 weeks. Account placed by George Taylor Adv., San Francisco.

PACIFIC ADV. Service, Los Angeles, has resigned the account of Tastee Beverage Co., Los Angeles.

BEN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), has appointed Foote, Cone & Belding, Los Angeles, to handle its advertising, effective within the next sixty days. Firm will continue to use West Coast radio.

LITERARY Guild of America, New York (book club), has appointed Franklin Bruck Adv., New York, as its agency. Radio may figure in promotional plans towards the end of the year.

INTER-AMERICAN Publications, New York, has appointed Wallace Thorsen organization as public relations counsel and advertising agency for the *Inter-American*, monthly magazine for North Americans containing news of Latin America. Magazine is expected to gain new prominence in the transitional period between war and peace and radio will figure in expanded promotion at this time, it is reported.

PRESCOTT Paint Co., New York, has been acquired by the American Home Products Corp., New York, as a subsidiary. No decision has been reached on agency appointment or advertising plans. Firm has placed advertising for a majority of its polishes and paints direct, with Monroe F. Dreher Inc., New York, handling Dazzle Bleach and Shu-Milk.

WINE Shippers, Import Corp., New York, is promoting Colcombet Wines on a full weekly hour of news and music on WLIB Brooklyn. Contract for 13 weeks effective June 18 was placed through Redfield-Johnstone Inc., New York.

RAYTHEON MFG. Co., Waltham, Mass., has begun sponsorship of Elmer Newton Eddy's thrice-weekly news analysis, *The World Situation*, on WBZ-WBZA Boston for the next 26 weeks.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (M.C.P. pectin), in a seasonal campaign in the Spokane area, is using a total of 26 announcements on KHQ and on June 27 starts similar schedule on KFPY. Placement is through Charles H. Mayne Co., Los Angeles.

BUFFALO Baseball Club, Buffalo, has placed its account with the Ellis Adv. Co., Buffalo, for the current baseball season.

T. HENRY FOSTER has resigned as president of John Morrell & Co., Ottumwa, Ia., meat packing firm, after 22 years in that post and 50 years with the company. He will continue in the new position of chairman on the board.

NATIONAL Cash Register Co., Dayton, Ohio, has appointed McCann-Erickson Inc., New York, to handle advertising. Media plans have not been disclosed.

CITY OF PARIS, San Francisco (dept. store), on June 16 started a fifteen minute daily newscast over KGO San Francisco from a special store window studio. For the benefit of shoppers, invasion progress is traced on huge war maps. Length of contract indefinite. Account placed direct.

JACKSON FURNITURE Co., Oakland, Cal. (household furnishings), has started a quarter hour recorded musical on KGO San Francisco, Mon. thru Sat. 7-7:15 a.m. (PWT). Contract is for 52 weeks. Account was placed direct.

W. & J. SLOAN, Beverly Hills, Cal. (home furnishings store), has started sponsoring weekly half-hour recorded program *Musical Milestones*, on KFI Los Angeles and KMPC Hollywood, respectively. Contracts are for 52 weeks. Placement is through Williams & John Adv., Beverly Hills, Cal.

FOREMAN & CLARK, Los Angeles (chain clothiers), on June 19 for 52 weeks started sponsoring the nightly quarter-hour *11 p.m. News* on KOMO Seattle. Firm on June 14 started sponsoring the 15 minute *10 O'Clock Wire with Chet Huntley*, five nights weekly on KQW San Francisco. Contract is also for 52 weeks. In addition nightly quarter-hour newscasts are sponsored on KJR KGO KFI WHB, with two similar Sunday programs on KJBS. Agency is Botsford, Constantine & Gardner, Los Angeles.

CUGAT WEEK was observed in Cincinnati and a WKRC press reception was held for Xavier Cugat and company with key radio, advertising and press officials in Cincinnati attending. Cugat and his show were appearing on the stage of the Albee Theatre. With Cugat and the two glasses of Dubonnet (of course) are (l to r) Joel Stovall, WKRC program director; Ken Church, station manager, and Cugat.

Shampoo Series

M. LOUIS PRODUCTS Co., New York, starting in September will promote Eggnog Shampoo on stations in its key markets—New York, Chicago and Los Angeles. One-minute live spot announcements will be used. The firm is also considering a transcribed quarter-hour musical dramatic program. Agency is Hirshon-Garfield, New York.

TUCKETT'S Ltd., Hamilton, Ont. (Buckingham cigarettes), has started six-weekly early morning newscast on CHML Hamilton, with Lorne Greene, former chief announcer of CBC. Account was placed by MacLaren Adv., Toronto.

ONTARIO Government, Department of Agriculture, Toronto (farm labor), is using live spot announcements thrice daily on 19 Ontario stations to recruit farm labor help. Account was placed by James Fisher Co., Toronto.

SHELDON Inc., Chicago (furriers), began sponsorship June 12 of a five-minute disc series, *Dramatic Moments*, Mondays through Saturdays, on following Chicago stations: WGN WAAF WCFL WIND. Contract is for 26 weeks, placed by Lieber Adv., Chicago.

HENRY C. LYTTON & SONS, Chicago, renewed sponsorship of its weekly five-minute news period Sundays on WMAQ Chicago June 25. Contract is for 13 weeks, placed by Ivan Hill Adv., Chicago.

THE LINE FORMS TO THE RIGHT...
at WXYZ for next availabilities on
EDDIE CHASE'S
"MAKE-BELIEVE BALLROOM"
10¾ hours per week sponsored by accounts such as A&P and Canada Dry
WXYZ, DETROIT 26
or PAUL RAYMER & CO.

Got a BIG JOB to do in Texas?

KRLD

takes Your Message to more than 5,000,000 people

(Daytime Coverage)

KRLD

The Times Herald Station, Dallas

50 KW., 1080 KC. Represented by The Branham Company

TRI-CITIES
ROCK ISLAND-MOLINE (ILL.)
DAVENPORT (IA.)

Three Cities and 8 others Linked Together ONE MARKET OF 200,000!

Stand on ONE of the Mississippi River bridges here and you view a flourishing market of more than 200,000 people . . . a market with an industrial payroll totaling nearly a BILLION DOLLARS annually!

Also, the Census Bureau and marketing experts place TRI-CITIES in the select group having "excellent" post war prospects.

Send your sales message home to these thousands of prosperous people through WHBF, the local station.

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representative

PROOF
OF RESULTS FROM
RICHMOND'S
WRNL

Here is a result story that speaks for itself:

★ *70.8% of the National Advertisers on this Station are Renewals.*

★ *88% of the Local Advertisers on this Station are Renewals.*

Advertisers don't renew contracts unless the medium they use "pays off" in results.

IN RICHMOND
VIRGINIA
IT'S
WRNL
5000 WATTS
NIGHT - DAY 910 KC
WRNL
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

Farm Angle Gets Increased Attention In Fifth War Loan Drive; Activities Up

RURAL Fifth War Loan broadcast promotion activities, backed by members of the National Assn. of Radio Farm Directors and their respective stations, have appreciably increased over previous Bond campaigns, Barney Molohon of the Treasury War Finance Division radio section told BROADCASTING last week.

Extent and effectiveness of these activities are being shown in accounts coming in from radio farm directors about the country, reporting on their campaign progress. The farm promotion stresses the security offered farmers through War Bonds against depreciation and crop failures; the value of Bonds as a guard against inflation at present and as a protected course of purchasing power after the war for needed farming material or equipment and other items. Another point stressed is the "Do it in a day" theme, whereby gas, tires, and valuable time away from crops are saved on behalf of both the farmer-solicitor and his potential buyers.

Farm Promotion

Cliff (Farmer) Gray of WSPA Spartanburg, S. C., has been conducting a War Bond contest for boys and girls in the WSPA area with a prize bull calf heading a number of Bond awards and a trip for participants to Biltmore Farms, model farm in Biltmore, N. C. Similar contest conducted by Bill Moshier of KOMO-KJR Seattle has been previously reported.

WHO Des Moines farm director, Herb Plambeck, has been tying-in with agencies and sponsors on farm copy for the Fifth Loan. Mert Emmert of WEAF New York has worked the Bond angle into his regular farm programs, as have many other farm directors. He also originated the kick-off for NBC's Bond Day activities on June 13 with an hour program. WTAM Cleveland's E. H. Faulkner has presented three special half-hour farm Fifth Loan broadcasts in addition to other promotion.

Treasury War Finance Division also last week announced the addition of Burton Davis, former newspaper and agency man, to the staff of the WFD radio information service New York office [BROADCASTING, June 19]. Mr. Davis, who will assist Julian Street Jr., has been with WFD since Dec. 8, 1941, first in the special events section, then as chief of the motion picture section and as special consultant. Last year he spent six months in Brazil assisting that country in War Bond promotion. It is reported the new unit has serviced more than 25 commercial network shows, through their respective agencies, with special Fifth Loan promotion, and has assisted in securing special Infantry Day and Father's Day speakers as requested.

Hicks Recording

A home record set of the George Hicks film recording of invasion operations [BROADCASTING, June 12] has been prepared by the radio committee of the District of Columbia War Finance Division and presented to the Treasury, to be auctioned to the highest War Bond bidder on June 26 at the "Shot From the Skys" Army Air Force exhibit on the Washington Monument grounds. Courtesy announcements to promote the event will be carried by all Washington stations, which also will rebroadcast the Hicks recording on the day of the auction. On the Washington Fifth Loan radio committee are: William B. Dolph, WOL, chairman; Lawrence Heller, WINX; Kenneth Berkeley, WMAL; Carleton Smith, WRC; Carl Burkland, WTOP; Ben Larson, WWDC.

Jack Melloy, news editor of WDAS Philadelphia, in connection with the Fifth Loan is interviewing returned war veterans on three progams weekly of his daily schedule of hourly broadcasts. WBAB Atlantic City delivers Bonds to listeners making requests in connection with servicemen interviews conducted by the station on a daily program. In addition to a number of local Fifth Loan programs, WHBQ Memphis is airing 184 of

WINNER OF THE 1944 Summer Radio Institute Award of KTSW Emporia, Kan., is Duane E. Tucker (right) chief of KTSW'S announcing staff. The award is sponsored jointly by Emporia State Teachers College and KTSW to some student for interest and ability in the field of radio. Tucker joined the staff of KTSW in the fall of 1941 as a part-time announcer with a background in scholastic dramatic productions. The all-expense scholarship provides a summer radio course such as those offered by Columbia University, Northwestern and Stanford. Congratulating Tucker is James F. Price, president of Kansas State Teachers College.

Solid Signal in New York

In a densely populated area like New York City there is little to choose between stations from the standpoint of signal strength. No matter how much power is used, radio coverage of New York City is almost identical for all stations.

WLIB sends its 1,000 watt signal clearly and distinctly in *all* directions from the geographic center of metropolitan New York over its clear-channel 1190 kc. frequency. More than 10,000,000 people* can hear WLIB.

WLIB's transmitter is located within New York City!

WLIB's ground system and tower are embedded in a salt water marsh!

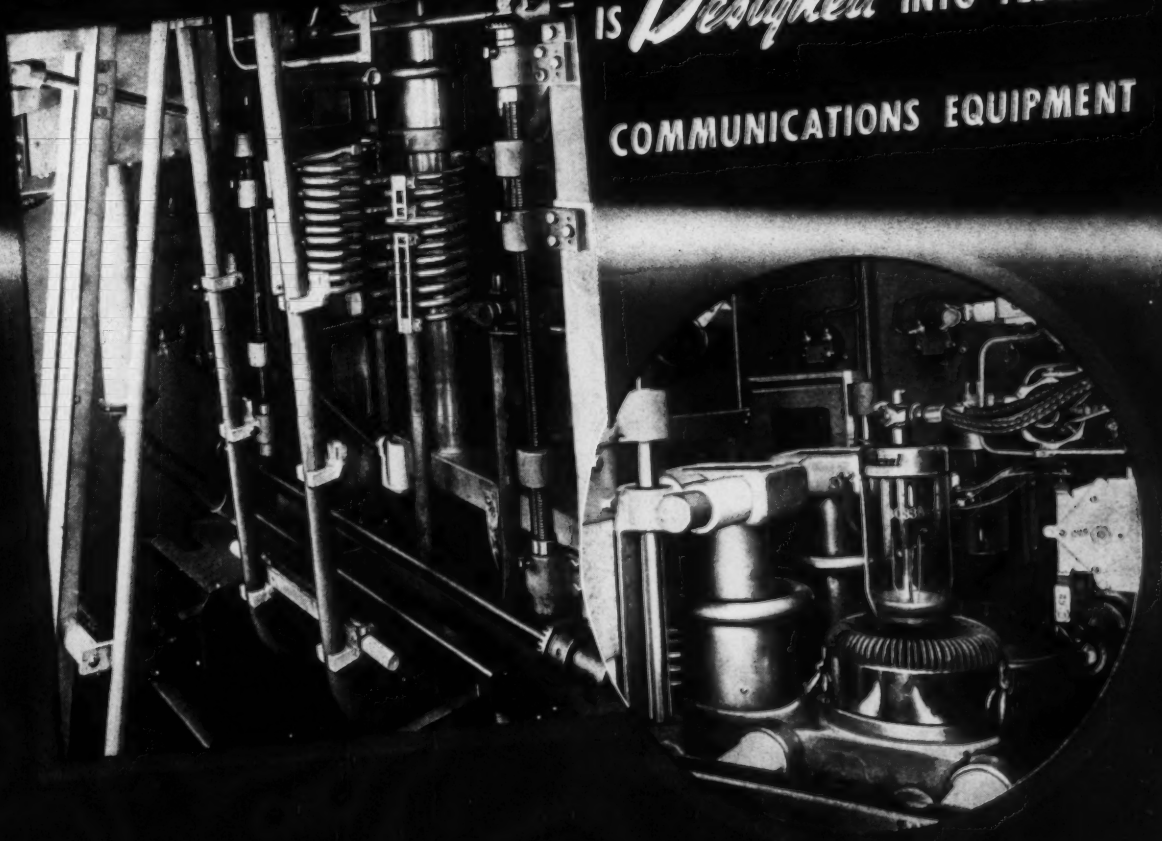
WLIB's position on the dial is convenient!

That's why WLIB has solid coverage where it counts most.

* *Coverage Map Available*

WLIB
"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial
RKO BUILDING - RADIO CITY - NEW YORK

THAT *Extra Margin* OF PERFORMANCE IS *Designed* INTO FEDERAL COMMUNICATIONS EQUIPMENT



Federal, long recognized as a manufacturer of better vacuum tubes, now leads with new production methods resulting in still greater tube efficiency and length of life. Everywhere, it's Federal tubes for superior transmitting and industrial power performance.

Federal research and design development are continuous . . . adding new concepts of operation over and beyond accepted performance ratings. This extra care adds ruggedness and high performance dependability to Federal equipment.

Transmitters built by Federal are designed for smooth adjustment over the full frequency range. They are made in a great variety of frequency ranges and

Back of every Federal transmitter are almost three decades of engineering and manufacturing experience which assure the ability to produce any type or power of communications equipment . . . for point-to-point, broadcast, radio telephone or telegraph or for aircraft, marine or mobile stations.

Look to Federal for the finest in radio communications equipment . . . now and in the future!

Even Rip Van Winkle COULDN'T SLEEP THRU' THIS CAMPAIGN

▶ There can't be a man, woman or child in WGR's domain who does not know that WGR joined the BLUE network on June 1st.

We told 'em in big blue-colored newspaper ads all through our area; we plastered the town with billboards... we hit 16,000,000 street car riders with cards *inside* the cars and buses, and Gallup only knows how many hundreds of thousands with big colored "dash" cards *outside* the cars ... we peppered them for weeks with scores of radio announcements ... taxis carried the news on their bumpers ... store windows displayed big placards... we even strung 30'x 40' "election" banners across Buffalo's two busiest thoroughfares. The only trick we missed was skywriting; the war stopped us there.

"Biggest, best organized, most smashing campaign we've seen," said the BLUE Network.

So what?

Just this: The big news (for radio advertisers) in Buffalo is that WGR has joined the BLUE *and everybody hereabouts knows it.*

WGR

550 K.C.

BUFFALO'S GREATEST REGIONAL COVERAGE

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives:

FREE & PETERS, INC.

the special Treasury Dept. programs, sponsored by local concerns. WFBL Syracuse has again loaned the facilties of its special events trailer for local Fifth Loan campaign activities.

WWDC Washington besides a regular Sunday afternoon half-hour program from Walter Reed Hospital is presenting during the Fifth Loan three programs nightly from the institution. Special tie-up with local Junior Victory Volunteers is used by WWDC in connection with the shows whereby each youngster calls at homes throughout the city asking listeners to tune-in the War Bond messages, following which the young volunteers tell their story and obtain Bond pledges from the homes. Singing War Bond station break discs have also been made by the local outlet for use during the drive.

KWK St. Louis on June 22 presented a quarter-hour Bond broadcast in connection with the International Newspaper Circulation Managers' Assn. in St. Louis. Principal speaker was Maj. Gen. James A. Ulio. Stories of heroism of newspaper boys now in service were related.

WPTF Raleigh, N. C., has scheduled a series of daily five minute studio broadcasts for the duration of the Drive, featuring prominent local, state and national speakers. WIOD Miami, Fla., is sponsoring a daily noon-time program, Mondays through Saturdays, during the Fifth Loan. On the opening day Bonds totaling $87,900 were sold during an hour and a half show. WAAT Newark conducted a *Schools at War* program on June 10 from Newark Airport, with members of a local high school as guests. Representatives of the Army Air Forces stressed the importance of buying bonds.

In Cleveland, all five stations (WGAR WTAM WHK WJW WCLE) pooled their facilities for a one-hour show June 10 titled *We'll Do It Again*, originating from the Statler Hotel before 400 key workers on the Drive.

WEVD New York on June 15 aired rebroadcasts of talks by President Roosevelt, Secretary of the Treasury Morgenthau and a recorded dramatization *Freedom Never Dies*, starring Burgess Meredith. Program was heard 10:15-11 p.m.

In Columbus, Ohio, WCOL opened the Fifth War Loan June 11 with an all-employe War Bond show titled *The Spirit of $18.75*, characterizing the component parts of $18.75 and showing how all parts are needed to make up the purchase of a War Bond for victory.

WNOX Knoxville and KVOR Colorado Springs, Col., jumped the gun by broadcasting special "D-Day" programs on June 6, tying in the Bond Drive with the invasion. Civilian Defense War Bond Committee of Zone 35, Philadelphia, sold $11,000 worth of bonds on three quarter-hour broadcasts over WPEN June 5-7. Representatives of the committee appeared on each broadcast urging listeners to phone Bond pledges to committee headquarters, each pur-

Cracker Jack Sponsors

CRACKER JACK Co., Chicago (popcorn products), begins sponsorship June 25 of a quarter-hour series, *News of the World*, Sundays, on about 20 CBS stations. Contract is for 52 weeks. Agency is Rogers & Smith, Chicago.

YOU CAN TAKE *the* HIGH ROAD

If you dote on the difficult, you can attempt to cover California's great Central Valleys by broadcasting *over* the mountain peaks . . . But we'll keep the low road open for you. The *Beeline* offers complete coverage of 41 primary counties in Central California and Western Nevada — a rich trading area that ranks in population with Los Angeles and exceeds San Francisco in retail sales.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community ... combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company

Sacramento, California

Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

chase to be subscribed in honor of a service man.

On June 13 WWL New Orleans inaugurated the Fifth Loan with an all star *Victory Volunteers Variety Show* originating from the Roosevelt Hotel and featuring Army, Coast Guard and Navy orchestras. Program was carried by all New Orleans stations. To stimulate sales of $100 Bonds in Carthage, Tenn., Harry Stone, general manager of WSM Nashville, gave each purchaser a ride on the picturesque Cumberland River aboard his cruiser, *Grand Ole Opry*, named for the station's NBC network show. Jack Paige, promotion manager of WNAX Yankton, S. D., and South Dakota's Fifth Loan radio chairman, has reported a successful kick-off show presented by the Sioux Falls Army Air Base and featuring an original script *This War Is Not Yet Won*, written by Sgt. Edgar Kobak, son of the vice-president of the Blue Network.

Photo Exhibit

WTIC Hartford and G. Fox & Co., Hartford, are sponsoring an exhibition of war action photos by the Graflex Corp. of Rochester, N. Y., for the duration of the Fifth War Loan Drive. A replica of the WTIC newsroom is included in the exhibit. Bob Steele, m.c. of the *G. Fox Morning Watch* on WTIC, presented a 15-minute program at the show's opening June 10, featuring two former staff announcers, Capt. Frank Stuhlman, USMC, and Ens. Robert Tyrol USCG.

In Louisville, WHAS staged a war bond rally June 12 before more than 3,000 persons in Memorial Auditorium, where Bob Hawk acted as m.c. and put on his *Thanks to the Yanks* show with Lynn Gardner and Burl Ives. Simeon S. Willis, Governor of Kentucky, opened the show with a brief talk. WTAG rang up $2,156,000 in bond sales in Worcester when the station brought the all-service revue, "Direct Hit" to the Municipal Auditorium, June 13 and 14. Sgt. Gene Autry, Army Air Forces and Jack Dempsey, U. S. Coast Guard were among those present.

Fifth Loan was aided in Danville, Va., when WBTM contributed to the success of the $2,580,000 Bond Drive there by holding an auction sale on the steps of the Danville Municipal Auditorium June 22. Donations from private individuals, included old lawnmowers, sewing machines, pots and pans, provided auction material. WBTM itself purchased $10,000 worth of bonds.

Fort Wayne Spots

WOWO-WGL Ft. Wayne, Ind., talent and personnel have transcribed more than 40 station breaks, using such phrases as "Back the Attack", "Buy More Than Before" and other appropriate themes for the Fifth War Loan Drive. Cuts have original musical backgrounds by the studio orchestra. Series was produced by Fred Freeland, production manager.

WMCA New York as in previous Bond Drives, is matching dollar for dollar every War Bond bought through the station with a similar purchase. Jerry Lawrence is tying in bond appeals with twice-daily interviews with decorated combat veterans of the Army Air Forces, now convalescing at Pawling, N. Y.

WROK Rockford, Ill., originated *America's Town Meeting of the Air* on June 22 before a special audience of War Bond purchasers. Extensive promotion was used by the station in connection with the Blue network show.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

FREE & PETERS, INC.

DON'T BE A SLAVE TO FREEBORN (Ky.)!

Serfs you right if you've been slaving for business in Freeborn (Ky.)—and not getting much. Because there isn't much there! Emancipate yourself and see how much better you can do in the Louisville Trading Area, where retail sales top the rest of Kentucky *combined* by 17.1%. . . . Sympathetic to your cause, WAVE offers complete coverage for far less than the cost of any other medium. So don't vassal-ate — use WAVE for Louisville, and get the best of Kentucky at lowest cost.

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS - National Representatives

BLAZING NEW SALES IN IDAHO

KSEI
POCATELLO · IDAHO

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

COMPLETE COVERAGE ALL THE TIME with 1 ORDER CLEARANCE AFFIDAVIT PAYMENT
WISCONSIN NETWORK Inc.
MAIN OFFICE WISCONSIN RAPIDS, WIS.

Purely PROGRAMS

WORKS of prominent artists, writers and musicians are now heard in a weekly half-hour musical dramatic program on WNEW New York. John Tasker Howard, curator of the American Music Collection at the New York Public Library, has coordinated the program, titled *Americans and Music*. Music will be furnished by the United States Maritime Service Orchestra of Sheepshead Bay, N. Y. Broadcasts will include narrations and music in the everyday life of Americans. Current musical of weekly half-hour programs entitled *Face the Music*, with musical authorities taking part. Moderator of the broadcasts is Dr. Felix Guenther, music lecturer at Connecticut State College and New York U. and editor of the standard section of the E. B. Marks Music Corp.

* * *

Soldier Serenade

NATIVE ITALIANS and Allied soldiers serving in Italy hear a daily one-hour transcribed program by Arturo Toscanini and the NBC Symphony Orchestra. Program is presented every night over the Naples radio station under the direction of the Allied military authorities. Recordings are selected from a library of OWI transcriptions, United States Army Special Services Division V-Discs and standard RCA Victor Red Seal recordings.

* * *

Army Aid

DESIGNED to assist servicemen, their dependents and ex-servicemen, Army Personal Affairs Office has started a series of Saturday quarter hour programs *Ask the Army* on WJJD Chicago. Capt. Lee Robinson, personal affairs officer for Illinois, and Capt. Mary Cowie, Woman's Army Corps, answer problems of requests for jobs, allowances, insurance, financial aid and medical care.

* * *

CBS Variety Show

A MUSICAL VARIETY program entitled *Bid for Victory* has made its debut over CBS. The weekly half-hour program, designed to entertain patients and personnel at St. Albans Naval Hospital in New York from which it originates, features CBS stars and interviews with Navy personnel. Part of the program is devoted to recruiting of WAVES.

* * *

Blood Donor Show

TITLED *That They Might Live*, WWL New Orleans in cooperation with the New Orleans Red Cross Blood Donor Center is presenting a new war effort program featuring interviews with donors and returned servicemen who have benefitted from the blood donations. Program is heard thrice weekly in the late afternoon period.

Summer Forum

SUMMER series of six *Washington Meeting* discussion programs are now being aired by WINX Washington to stimulate public thought on controversial issues of national importance. Heard Wednesday 8:05-8:30 p.m., program started June 15. Fowler Harper, solicitor of the Department of Interior, is moderator. Facing him is a panel of college students chosen from the four universities in the District of Columbia: American, Georgetown, George Washington and Howard. Initial program on the "rights of organized labor during war" presented James Carey, CIO national secretary; Dr. Frank P. Graham, president of the U. of North Carolina, and Dr. Emerson Schmidt, chairman of the Economic Policy Committee of the U. S. Chamber of Commerce.

* * *

Repeat Performance

IN AN EXPERIMENT designed to test the reaction of two widely-separated age groups to the same program, the Blue network on July 4 launches a series of repeat performances of *The Land of the Lost*, a half-hour fantasy-mystery program originally designed for a child audience. Adult interest has been so great, according to the Blue, that the fantasy broadcasts are sure to click with an adult evening audience. Children's version of the program is heard Saturday mornings. The repeat broadcasts for adults will be on Tuesday evenings.

* * *

Youth Forum

VARIOUS aspects of juvenile delinquency are dealt with on the WBBM Chicago *Young People's Platform*, under the sponsorship of the WBBM Education Dept., the Radio Council of the Chicago Board of Education and the Chicago Youth Conference. The 13-week half-hour series which is heard Saturdays and started June 17, includes discussion among speakers and questions from the studio audience.

Bonds Buy Lunch

HEATED interest at WLW Cincinnati marks the battle royal among the station's five stenographers for the title of Fifth War Loan Queen. The idea of promoting the sale of War Bonds and Stamps by the girls has developed some novel wrinkles. One such thought was recently consummated in the form of an old-fashioned box lunch which the girls made and brought to the station to auction off. During the lunch hour each girl walked behind a curtain, with only legs showing, and the male members of the staff bid for the lunch that went with the legs. In 18 minutes $159 in Bonds and Stamps were auctioned off and excellent repasts were enjoyed by all.

CKCL Airs Debate

A JOINT Servicemen's Parliament to be held at Toronto June 28 will be broadcast by CKCL Toronto. The Parliament, which grew out of discussion groups, is held by the Canadian Army, Navy and Air Force within their own units. Debate will cover rehabilitation, foreign policy, immigration, health insurance, housing, the St. Lawrence waterway, the Alaska Highway and similar topics.

* * *

Art Discussions

TO OVERCOME one of the drawbacks to art broadcasts—the listeners lack of familiarity with the paintings under discussion—WNYC New York will suggest advance visits to current exhibits in *Let's Talk About Art*, weekly quarter hour series begun June 21. Those sending the best letters on the exhibits will be invited to take part in a broadcast.

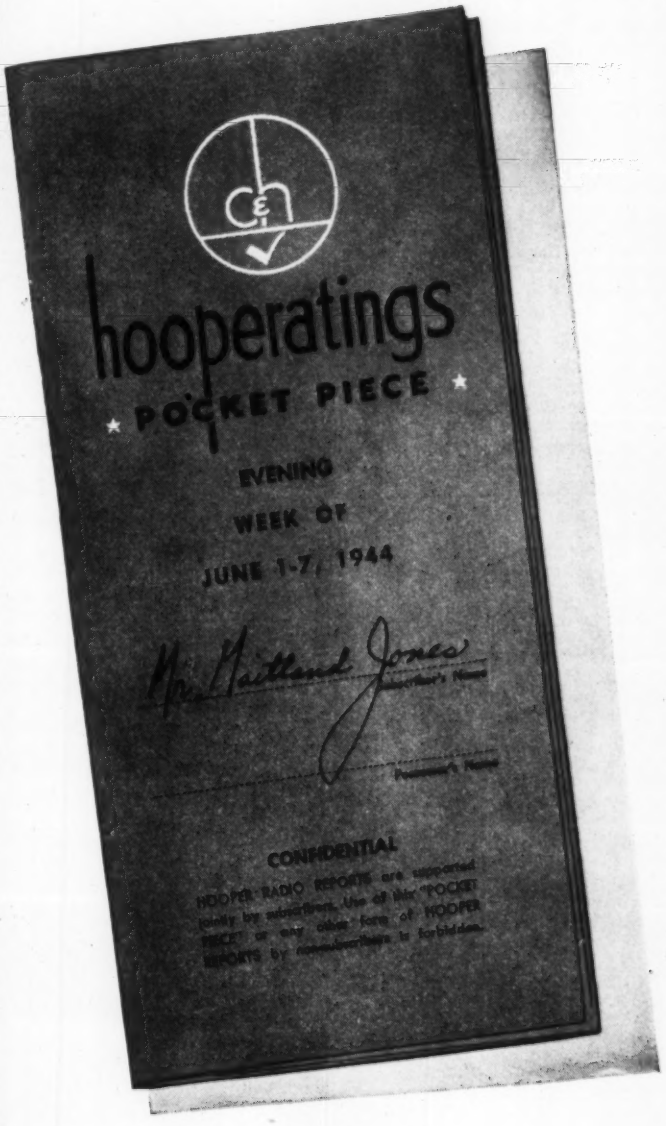
* * *

Air Base Show

RAPID CITY Army Air Base is producing *Combat College of the Air* on KOBH Rapid City, S. D., at 5:30 p.m. every Wednesday to familiarize KOBH listeners with the activities of the Combat Crew Training School at Rapid City. Participants are members of the training crews, many of whom are returned from overseas duty.

NBC AFFILIATED STATION
RICHMOND, VA.
WORLD'S WIDER MARKET
MEMORABLE BATTLE BETTER GROUNDS
GUARANTEE
5000 WATTS

* Footnote on D-Day Listening



* **51%** greater total listening on the night of June 6 than on a normal Tuesday evening (May 16).

* NBC averaged **DOUBLE** the audience of any other network . . .

* NBC had **45%** of the total audience of all networks and stations combined.

* NBC's increase of listeners was **DOUBLE** that of any other network

* **MORE** evidence that NBC is *"The Network Most People Listen to Most"*

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network

Commercials to Be Dropped

(*Continued from page 11*)

uled pre-Convention broadcasts last week, some from Chicago and others from regular studios in New York, Washington and elsewhere. This week the major networks will broadcast simultaneously from the main Convention essions.

Today's broadcasts were to be at 12:30 and 10 p.m., EWT. On Tuesday, Wednesday and Thursday the first proceedings will be aired at 1 p.m., with night broadcasts at 10 p.m. Should balloting continue Thursday night, as it did on the last night of the 1940 Republican Convention, all networks are ready to remain on the air, cancelling all commercial programs, until a nominee is selected.

Officials of the Republican National Committee, including Harrison E. Spangler, chairman; James P. Selvage, publicity director; Robert Pritchard, assistant; Wells (Ted) Church, radio director, and Leland Chesley, publicity assistant, went to Chicago last week prepared to receive radio's large delegation. D. Harold McGrath, in charge of the radio news gallery, and William Vaughan, his assistant, left Washington Thursday night.

In addition to the two daily combined broadcasts, each network has scheduled special programs featuring interviews and talks by prominet Republicans. Many of the individual stations will make recordings, while 15 have arranged for direct pickups. Others will file special copy by telegraph for their respective newscasts.

Television Plans

Television will be employed to present sight and sound broadcasts to the country's televiewers in four states along the Eastern Seaboard and in Southern California. Six of nine television stations now transmitting programs to more than 50,000 televiewers in the East, midwest and far West have completed arrangements to telecast the Convention, according to the Television Broadcasters Assn.

WNBT New York, NBC outlet, will serve as the focal point for a nightly series of telecasts from the Empire State building transmitter. Clarence Menser, NBC vice-president in charge of programs, is supervising filming for television. The NBC signal will be relayed to the General Electric station, WRGB Schenectady, and to the Philco Radio & Television Corp. outlet, WPTZ Philadelphia.

The New York-Philadelphia relay will be accomplished through a tower located between Trenton and New Brunswick, N. J., which will pick up the signal and beam it to Wyndmoor, Pa., site of the Philco transmitter. Transmission to Schenectady will be by direct signal and rebroadcast to viewers in Albany, Troy and Schenectady.

WCBW New York, CBS station, and WABD New York, operated by the Allen B. Du Mont Labs., have arranged to cover the Convention individually. Representatives of both stations will be at the scene

Alcoa on Blue

ALUMINUM Co. of America, Pittsburgh, has ordered the Sunday 3:30-4 p.m. period on the full Blue network for an institutional series, to start in the early fall. Program has already been secured, but announcement is being withheld until details on script and talent are completed. It will probably be a dramatic show. Alcoa's serial, *Lighted Windows*, was discontinued on NBC May 27 after a 26-week run. Agency is Fuller, Smith & Ross, New York.

MRS. RAYMOND CLAPPER, widow of the late Mutual commentator and newspaper columnist who was killed in a Pacific plane crash, made her network debut as a commentator last Monday in a pre-GOP Convention broadcast on MBS. On Wednesday she interviewed Rep. Clare Booth Luce (R-Conn.), in Washington, then left for Chicago to cover the Convention from a woman's viewpoint for the Mutual network. She also will be assigned to the Democratic Convention opening July 19. Mrs. Clapper works with a picture of her late husband by her typewriter.

It IS a record to increase a good State's Farm Income 213.2% for 1943 over '39. But that's what North Dakota did—while the national figure went up only 128.3%. . . . WDAY is in the heart of N. D.'s best farm area—the fabulous Red River Valley. That's why WDAY's listeners have probably more extra cash to spend than virtually any others in the land! Why not write us or ask Free & Peters for the whole story?

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

YOU MAKE SALES..
WHEN YOU BUY SPOTS
ask a John Blair man
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

"It's

KNOXVILLE'S

* 160

THAT PAYS OFF"

Pays off in increased sales for you!

Knoxville's increase in retail sales and services leads the nation.* Concrete information through Sales Management's "Retail Sales and Services Forecast for June 1944". With June 1943 as a base of 100% . . . Knoxville showed an increase to 160% for first place.

Your message will ring the bell in Knoxville!

"Copr. 1944, Sales Management Survey of Buying Power; further reproduction not licensed."

Quick Facts

Knoxville: Now a city of more than 200,000 . . . Metropolitan Area includes ALCOA and other big industries . . . Has highest percentage radio homes of any Tennessee city.

WROL | WBIR | WNOX

KNOXVILLE • TENNESSEE • HOME OF TVA

to rush photographs and other illustrative material to New York for transmission.

On the West Coast W6XYZ, owned by Television Products Inc., will present illustrated reports of the Convention both afternoon and evening during the sessions. Similar television arrangements will be carried out at the Democratic Convention, the TBA disclosed.

Following are condensed schedules of the major networks and individual stations, as revised last week:

Blue Network

Operational offices and studios will be maintained by the Blue at official headquarters in the Stevens Hotel, in addition to coverage at the Stadium. All commentators assigned to the Convention were to have participated last Saturday in a special pre-Convention broadcast, 7-7:30 p.m., conducted by G. W. (Johnny) Johnstone, director of news and special features. Another pre-Convention program was scheduled for 3:30 p.m. Sunday.

Mark Sullivan, widely known Washington political writer, has been retained by the Blue to summarize each day's happenings at the close of Convention sessions. Ernest K. Lindley, chief of the *Newsweek* Washington Bureau, will conduct a similar series from the Democratic Convention.

In addition to its regular staff commentators, the Blue will feature correspondents of *Time* and *Life*. Assisting Mr. Johnstone in the direction of Blue coverage are George Milne, the network's chief engineer in charge of technical operations; Gene Rouse, manager of central division news and special features, Chicago, and Bryson Rash, WMAL Washington, director of news and special features of the Blue in the nation's capital.

Bricker on CBS

Gov. John W. Bricker of Ohio, one of the leading aspirants for the Republican nomination, was scheduled to start the CBS pre-Convention coverage with an address Saturday night. In addition to the twice-daily sessions, CBS has scheduled these broadcasts: Monday, 5:15-5:30 p.m., Mrs. Marion Martin, National Committeewoman from Maine and assistant chairman of the GOP National Committee on Women's Activities. Tuesday, 5:15-5:30, Mrs. Clyde Corbin, Ashland, Ky., chairman of the Young Republican National Federation.

Paul White, CBS director of news broadcasts, will be in charge of Convention coverage, assisted by Bill Slocum Jr., director of special events, and Bob Wood, Washington news chief. Bob Trout and John Daly, recently returned from Italy, will be chief announcers. Helen Sioussat, CBS director of talks, is handling special addresses by prominent Republicans.

Mrs. Clapper on MBS

Mrs. Raymond Clapper, widow of the late MBS commentator and Scripps-Howard columnist, killed in a Pacific plane crash, not only opened Mutual's pre-Convention coverage with a broadcast from Washington last Monday (June 19), but she made her debut as a radio commentator. Mrs. Clapper was heard again Wednesday, when she interviewed Rep. Clare Booth Luce (R-Conn.), also from Washington. She is scheduled to address the Convention delegates Tuesday.

Mutual scheduled a pre-Convention broadcast from Chicago Saturday night with Tom Slater, director of special features and sports and Jack Brickhouse interviewing Stadium superintendents, engineers and GOP officials. Walter Compton was to present Republican notables in a half-hour program Sunday afternoon. Mutual's last pre-Convention broadcast was set for 9-10 p.m. Sunday, with Fulton Lewis jr., as m.c.

Supervising Mutual's coverage are Adolph Opfinger, MBS program director; Mr. Slater; Frank Schreiber, manager of WGN Chicago; Dale O'Brien WGN public relations director. Throughout the Convention MBS will present *Mutual Covers the Convention*, 11:30-11:45 a.m. daily, featuring interviews with network newsmen and political guests. Lester Gottlieb, network's publicity director, left New York Friday for Chicago. Following the Convention he will make his annual cross-country business trip to the West Coast.

NBC Uses Wire Recorder

Playing an important part in NBC's Convention coverage is the magnetic wire recorder, placed at the disposal of Howard Luttgens, NBC central division engineer, by the Armour Research Foundation, which has developed the device, now being used on many battlefronts. The wire recorder will be used for on-the-spot interviews and other highlights in connection with the Convention.

NBC's pre-Convention broadcasts began Friday night with a general roundtable of network and Convention personalities. Richard Harkness, NBC Washington reporter, was scheduled for a background newscast Saturday afternoon and Saturday night a behind-the-scenes program was to be aired. Sunday's schedule was to include a roundup at noon. In addition, NBC plans daily broadcasts at 6:15 p.m., with summaries of the Convention sessions by Mr. Harkness and Mary Margaret McBride. William F. Brooks, network director of news and special events, is in charge of Convention coverage.

Regional Networks

Malvina Stephenson will do a special Convention roundup by transcription for the West Virginia Network's regular Sunday newscast.

Lester J. Smith of the Yankee Network special events department will do a series of daily interviews with prominent New England delegates, augmenting news coverage by the Yankee News Bureau, Washington, headed by J. R. Reed.

Individual Stations

KSTP St. Paul is airing direct pickups, handled by Stanley E. Hubbard, station president and general manager, and John Verstreate, news editor.

KDKA Pittsburgh will carry special Convention newscasts by Don Hirsch, sponsored by the Duquesne Brewing Co., Pittsburgh.

KMOX St. Louis, in addition to the CBS coverage, will broadcast di-

SIX BROADCASTS DAILY from the Republican National Convention were scheduled for WLW and WSAI Cincinnati by this group of news and special events officials of the Crosley stations, covering the Convention this week. Huddled around Commentator Arthur Reilly (left foreground) and William Dowdell, WLW-WSAI editor-in-chief (holding schedule) are (l to r): Howard Chamberlain, WLW program director; Gordon Graham, special events department; E. K. Bauer, executive assistant to James D. Shouse, Crosley vice-president in charge of broadcasting; William Barlow, publicity director; George Gow, WSAI commentator; James Cassidy, special events director. Mr. Shouse also has been accredited by the GOP as a WLW representative.

The San Francisco Radio Picture Has changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

WAKR

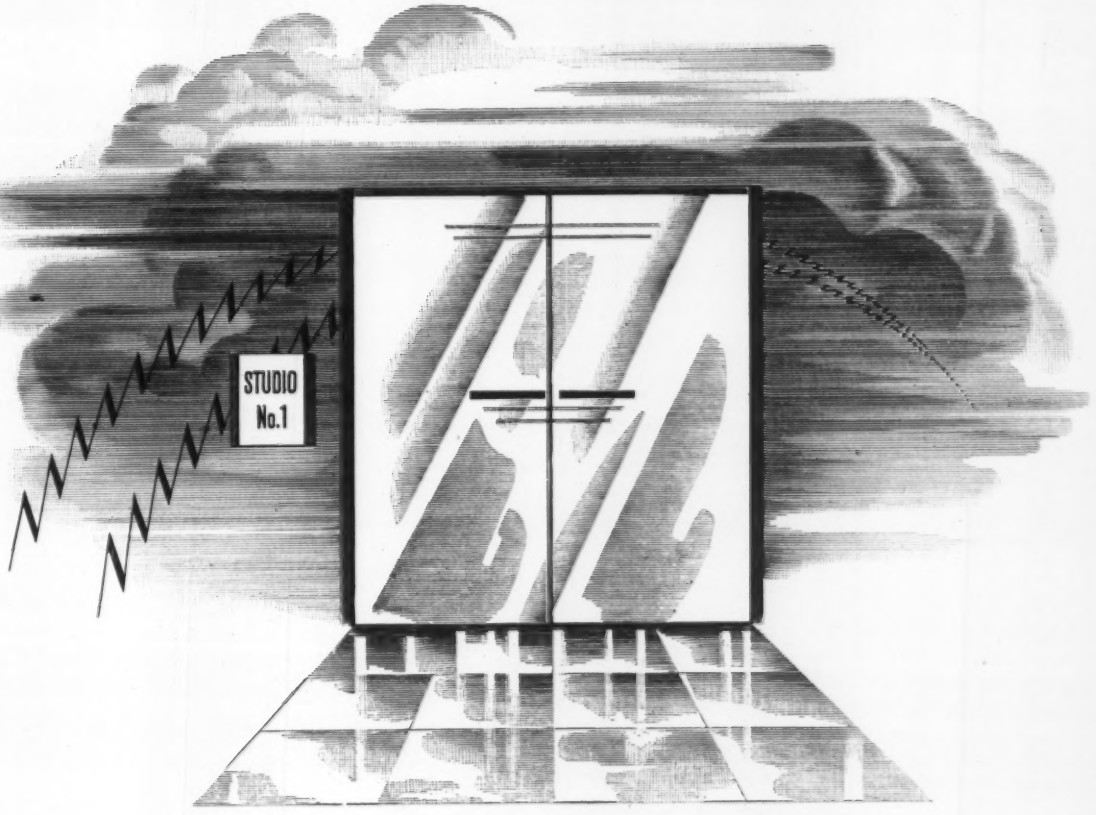
TOWERS OVER AKRON

Basic Blue Network

5000 WATTS · DAY & NIGHT

WEED & CO., National Representatives

YOUR NEW "STUDIO ONE"



. . . something to think about, now that you're on the threshold of full-scale commercial television

No top-flight broadcasting station will be without one.

The big question *now* is "How soon can a television studio be operated profitably?" The DuMont organization can help you answer that one . . . through a new service which makes DuMont's extensive telecasting background yours to command.

DuMont has pioneered in designing and equipping three television stations . . . has operated its own station—W2XWV, New York—for more than three years.

These invaluable, "tried-under-fire" experiences are summed up in illustrated guide-books, now on the presses.

"Planning Your Television Station" tells you how to have a low-cost telecast operation . . . describes the compact equipment units that make it possible for you to expand without replacement losses.

Also discussed is the DuMont Equipment Reservation Plan that will help you to become the "first with television" in your particular area.

Plan now for your new "Studio One" . . . your place in the sun with television. Write us at the address below.

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DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION W2XWV, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

rect pickups 12-12:15 p.m., 5-5:15 p.m., 10:15-10:30 p.m., Monday through Friday. On Sunday a pre-Convention broadcast was programmed for 10:30 p.m. from the Stevens Hotel. A daily newscast from the Stevens is scheduled for 7:45-8:15 a.m. Francis P. Douglas, KMOX news editor, will supervise the direct pickups, with W. R. Wills and Katherine Darst reporting.

KOMA Oklahoma City and KTUL Tulsa will carry three special direct broadcasts from Chicago with Glenn Condon, KTUL news editor, handling the programs for both stations. In addition, KTUL and KOMA will give their respective audiences complete network and news wire coverage. In the June 19 BROADCASTING Mr. Condon was erroneously credited in the official Republican National Committee listing as representing KOME.

KSD St. Louis, supplementing its regular NBC coverage, has its own staff of commentators, newsmen and engineers in Chicago to broadcast special features by direct pickup. Dr. Roland D. Usher, chairman of the Dept. of History, Washington U., KSD commentator; veteran correspondents of the *St. Louis Post-Dispatch* Washington Bureau and members of the *Post-Dispatch* editorial staff as well as Missouri State political correspondents, will participate. KSD began its special coverage with a pre-Convention broadcast Sunday night. Late afternoon programs will be carried daily.

WCCO Minneapolis-St. Paul will feature special newscasts daily by Cedric Adams, in addition to CBS coverage. Mr. Adams also will participate in network broadcasts.

WGN Chicago has scheduled five weekly newscasts, featuring Arthur Sears Henning, head of the *Chicago Tribune* Washington Bureau, 6-6:15 p.m. Saturdays. These special political commentaries were to begin Saturday night and continue weekly through July 22, following the Democratic National Convention.

CANCELLED FOR CONVENTION

FOLLOWING are commercial programs to be cancelled, if necessary, by the four major networks, permitting public service coverage of the Republican National Convention in Chicago this week. Other sponsored shows may be cancelled, depending upon Convention broadcasts. All time EWT.

MONDAY, 12:30-1:30 P.M.

BLUE—Pacific Coast broadcast of *Breakfast at Sardi's*, with Kellogg Co., Procter & Gamble, A. S. Boyle Co., Fisher Flouring Mills, Kerr Glass Mfg. Co. as participating sponsors, 12:30-1 p.m.; *Baukhage Talking*, local cooperative, 1-1:15 p.m.; *Kellogg News*, Pacific Coast only, Kellogg Co., 1-1:15 p.m.

CBS—*Romance of Helen Trent*, American Home Products Co., 12:30-12:45 p.m.; *Our Gal Sunday*, Anacin Co., 12:45-1 p.m.; *Life Can Be Beautiful*, Procter & Gamble, 1-1:15 p.m.; *Ma Perkins*, Procter & Gamble, 1:15-1:30 p.m.

MBS—Ray Dady, Grove Labs., 1-1:15 p.m.; Jack Berch, Kellogg Co., 1:15-1:30 p.m. Mutual also will turn the 1:30-2 p.m. period over to a Convention broadcast, cancelling *Luncheon with Lopez*, Stokely Bros. & Co., 1:30-1:45 p.m. and *American Woman's Jury*, Lewis-Howe Co., 1:45-2 p.m.

NBC—Only network cancellation is a five-minute program for Potter Drug & Chemical Co. on a small midwestern hookup.

MONDAY, 10-11 P.M.

BLUE—Raymond Gram Swing, Socony-Vacuum Oil Co., 10-10:15 p.m.; Ted Malone, Westinghouse Electric & Mfg. Co., 10:15-10:30 p.m.

CBS—*Screen Guild Players*, Lady Esther, 10-10:30 p.m.; *Showtime*, P. Ballentine & Sons, 10:30-11 p.m.

MBS—Henry Gladstone, General Cigar Co., 10-10:15 p.m.

NBC—*Contented Program*, Carnation Co., 10-10:30 p.m.; *Dr. I. Q.*, Mars Inc., 10:30-11 p.m.

TUESDAY, WEDNESDAY, THURSDAY

1-2 P.M.; 10-11 P.M.

BLUE—*Baukhage Talking*, local cooperative 1-1:15 p.m., all three days; Raymond Gram Swing, Socony-Vacuum Oil Co., 10-10:15 p.m., all three days; Ted Malone, Westinghouse Electric & Mfg. Co., 10:15-10:30 p.m., Wed.

CBS—Four Procter & Gamble programs, *Life Can Be Beautiful*, 1-1:15 p.m.; *Ma Perkins*, 1:15-1:30 p.m.; Bernadine Flynn, 1:30-1:45 p.m.; *Goldberg's*, 1:45-2 p.m., all three days; *Great Moments in Music*, Celanese Corp., 10-10:30 p.m. Wed.; *Report to Nation*, Electric Companies, 10:30-11 p.m., Wed.

MBS—Ray Dady, Grove Labs., 1-1:15 p.m.; Jack Berch, Kellogg Co., 1:15-1:30 p.m.; *American Woman's Jury*, Lewis-Howe Co., 1:45-2 p.m.; Cedric Foster, Grove Labs., 2-2:15 p.m. Tuesday (probably Wednesday and Thursday also, but MBS schedule not set past Tuesday as of last week).

NBC—*Aunt Mary*, Ben Hur Products, 1:30-1:45 p.m.; Art Baker, Los Angeles Soap Co., 1:45-2 p.m., both Pacific Coast network only, all three days; Charlotte Greenwood, Pepsodent Co., 10-10:30 p.m. Tuesday; Hildegarde, Brown & Williamson Co., 10:30-11 p.m. Tuesday; Kay Kyser, American Tobacco Co., 10-11 p.m., Wednesday.

Thursday evening session will be broadcast for as long as it continues, with whatever cancellations are necessary. NBC also plans to devote as much of its Wednesday afternoon schedule to the convention as the nominations may require. That network also is scheduling a daily convention roundup at 6:15-6:40 p.m., Monday through Thursday, cancelling the 6:30-6:40 p.m. newscast of Charles McCarthy for Penn Tobacco Co. on all four days. Special NBC pre-Convention broadcasts on Sunday also will cancel *World Front*, Bunte Bros., 12-12:30 p.m., and *News of the World*, Miles Labs., 11:15-11:30 p.m.

WLW-WSAI Cincinnati plans to air six direct broadcasts daily from the GOP Convention, in addition to several special programs. A newsroom has been set up in the Stevens Hotel, under the direction of William Dowdell, Crosley newsroom editor-in-chief. Ned Brooks, Washington correspondent for the Scripps-Howard newspapers, was to be special guest on the *World Front* Sunday, (June 25). Beginning Monday Arthur Reilly is originating two newscasts daily for WLW. George Gow is scheduled for one show daily on WLW and two on WSAI. James Cassidy, special events director and Gordon Graham, his assistant, will handle special features, while Ollie James, *Cincinnati Enquirer* columnist and WSAI commentator, will do a daily sidelights program for WSAI.

WNAX Yankton, S. D., plans daily direct pickups featuring Art Smith, station program director, and Whitey Larson, news analyst. WNAX also plans interviews with delegates from Iowa, Minnesota, North Dakota, South Dakota and Nebraska.

WOR New York, in addition to airing the Mutual offerings, will carry *Martha Deane* (2-2:30 p.m.) direct from the Convention. Marian Young, who does the *Martha Deane* show, also will interview delegates from New York, New Jersey, Connecticut, Massachusetts, Pennsylvania and Delaware.

WTCN Minneapolis-St. Paul is originating John Ford's daily newscasts (7:45 a.m., sponsored by Milk Foundation of Minn.; 1 p.m., sponsored by Holsum bread bakers) from Chicago, with Walter Ridder, Washington correspondent of the *St. Paul Pioneer Press-Dispatch*, guesting.

INVASION motion pictures, rushed to this country, were telecast June 17 by NBC television station, WNBT, and carried by WRGB Schenectady, GE outlet.

WHAM

"Your Western New York Salesman"

ROCHESTER, N. Y.

50,000 Watt . . . Clear Channel
. . . 1180 on Dial . . . Affiliated
with the
NATIONAL BROADCASTING COMPANY

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

FM Radio by Western Electric helped revolutionize tank tactics

10 channel set—with 80 voices —has push button control

IN 1940 the Signal Corps brought one of its toughest radio assignments to Bell Telephone Laboratories and Western Electric. A rugged multi-frequency set was wanted for the Armored Forces—in effect, a radio switchboard to interconnect tanks, scout cars, command cars, artillery units, anti-tank vehicles.

A model was submitted in one-quarter of the time normally required to design and build such a complex set—an FM transmitter and receiver having 80 crystal controlled frequencies. Any 10 crystals could be quickly plugged in—and push buttons provided instant switching. The set was tested—accepted—ordered in quantity.

Among the most difficult of the many production problems tackled by Western Electric engineers, were those of crystal manufacture. Millions of these tiny quartz wafers would be needed—each lapped to dimensions, metal-plated in a vacuum, mounted on wires so small they must be soldered in place under a microscope. Amazing new machines and methods were devised—crystals poured out on time.

Today huge numbers of units have been made by Western Electric and its sub-contractors. They are providing the instant communications that enable our Armored Forces to travel farther, faster and to hit harder.

Knowledge and experience gained and new techniques developed on this FM tank radio project will find application in finer equipment for broadcasting.

During the 5th War Loan Drive, buy more Bonds than before

75TH ANNIVERSARY

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

LOOK
TO
LINGO
FOR AM-FM
Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.
LOOK TO LINGO—for proven, factual information on modern antenna systems.
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

INVASION SECOND IN GREENSBORO

Maj. Ridge's Disposal of Nylon Windfall Is A Morale Builder for the Home Front

JEAN Francois Millet, the late French landscapist, may be known for his "Man With the Hoe" painting but Maj. Edney Ridge, owner of WBIG Greensboro, N. C. will go down in history as the man with the hose when it comes to nylon stockings. He had 5,000 pairs representing spoils of the sensational nylon case, tried a fortnight ago in the U. S. District Court there.

Maj. Ridge, who also is U. S. Marshal for the North Carolina middle district, had to dispose of the windfall of women's hosiery at the ceiling prices of $1.65 per pair for first quality and $1.50 and $1.25 for irregulars and seconds. The major knew what it was to be the most popular man in Greensboro last week when Judge Johnson J. Hayes decreed that sales would be limited to three pairs per customer.

The sale was held at 10 a.m. last Friday in the U. S. Marshal's office and sales were limited to residents of the middle judicial district.

Maj. Ridge said the nylon sale was the biggest news in town, adding that the people had momentarily forgotten about the invasion. Since the cache was made known to the public, Maj. Ridge has been badgered by a barrage of phone calls and telegrams from all parts of the country. In Greensboro he was the man of the hour. Asked how he got any sleep at night, he quipped: "I've got me a secret foxhole."

Dismissal Plea Denied

BLUE NETWORK'S request for dismissal of an amended complaint brought by George Washington Robnett, executive secretary of the Church League of America, against the Blue Network, Walter Winchell, commentator, and Andrew Jergens Co., Cincinnati, sponsor, was denied June 20 by Federal Judge Barnes in Chicago. The million dollar damage suit was entered Nov. 10, 1943, by Mr. Robnett when he maintained that Winchell's use of the book *Undercover* on the air was libelous and slanderous.

CBC Income Up

TOTAL REVENUE of the Canadian Broadcasting Corp. for the fiscal year ended March 31, 1944, was $5,209,484, of which $1,421,598 came from commercial broadcasts. This was an increase of $178,045 over the previous year, and $3,787,886 was derived from the sale of the annual $2.50 receiving set licenses, an increase of $86,196 over the previous fiscal year, it was announced at Ottawa recently. Total net operating surplus was $88,851 compared to $230,261 the previous year, "but depreciation was cut in half". Total expenditures were $4,925,658, compared with $4,328,763 the previous year. The balance sheet showed the cost of the shortwave transmitter at Sackville, N. B., had been $229,921 to March 31. (The transmitter is to be ready by year-end, to cost about $800,000.)

Eight-in-One Spots

EIGHT-IN-ONE Cold Tablets, Chicago (proprietary), will begin a series of one-minute spot announcements on 20 stations the latter part of September. Contract is for 26 weeks and was placed by H. W. Kastor & Sons, Chicago. Station schedule has not been revealed.

DON McNEILL, celebrated his 11th year as m.c. on the Blue Network's *Breakfast Club*, Saturday, June 24.

Vallee for P&G

H. W. KASTOR & SONS, New York, last week confirmed the report that Lt. Rudy Vallee had been signed up by Procter & Gamble Co., Cincinnati, for a network program to start in the fall for an undetermined product. The singer is scheduled to receive a Navy discharge momentarily. Other P&G agencies in New York denied knowledge that the contract had been signed, thus indicating that Vallee would go on for one of the P&G products handled by Kastor, probably Drene. Agency is auditioning another program for the same product, which is promoted on *Abie's Irish Rose*, NBC.

FM Channels Favored

RETENTION of FM broadcasting in its present spectrum position was favored in a poll last week of the members of Panel 5 (FM) of the Radio Technical Planning Board. The results follow in line with the panel meeting last April at which it was voted to accept a committee recommendation to maintain the present assignment in view of counsel by Dr. J. H. Dellinger, radio chief of the National Bureau of Standards, that sun spot phenomena will not seriously interfere with use of the present facilities.

New Press-FM Applicant

ELEANOR PATTERSON, trading as the *Washington* (D.C.) *Times-Herald*, last Friday filed with the FCC an application for a new FM station to be located in the National Capital, to serve the metropolitan trading and adjacent rural areas in Maryland and Virginia. Estimated cost for the outlet is from $75,000 to $100,000; frequency asked is 46,300 kc. Engineering report, as well as data on the studio and transmitter locations, are to be filed at a later date, it is reported.

Lt. Donohue Missing

LT. WILLIAM J. DONOHUE, 23, chief of ushers at WGN Chicago prior to joining the Air Forces in July 1942, has been reported missing over France since June 6. He is a troop carrier command pilot.

Pelletier Under Knife

VINCENT PELLETIER narrator on the NBC *Carnation Contented Hour* and announcer for NBC *Hymns of All Churches*, underwent a major operation June 21 at Evanston, Ill. Hospital. Substituting for Pelletier are Greg Donovan, NBC announcer, on *Carnation* and Tom Moore on *Hymns of All Churches*.

Ask ANY Daytonian

★ You pick him out. If you can get him to stop work long enough, ask him. Ten to one he'll say WHIO is his favorite station . . . and he's a typical Daytonian. The Dayton market likes WHIO because it carries the best CBS shows, good local programs, plus the best in complete news coverage through U.P., I.N.S., Reuters and and Press Association.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

WDRC
CONNECTICUT'S PIONEER BROADCASTER

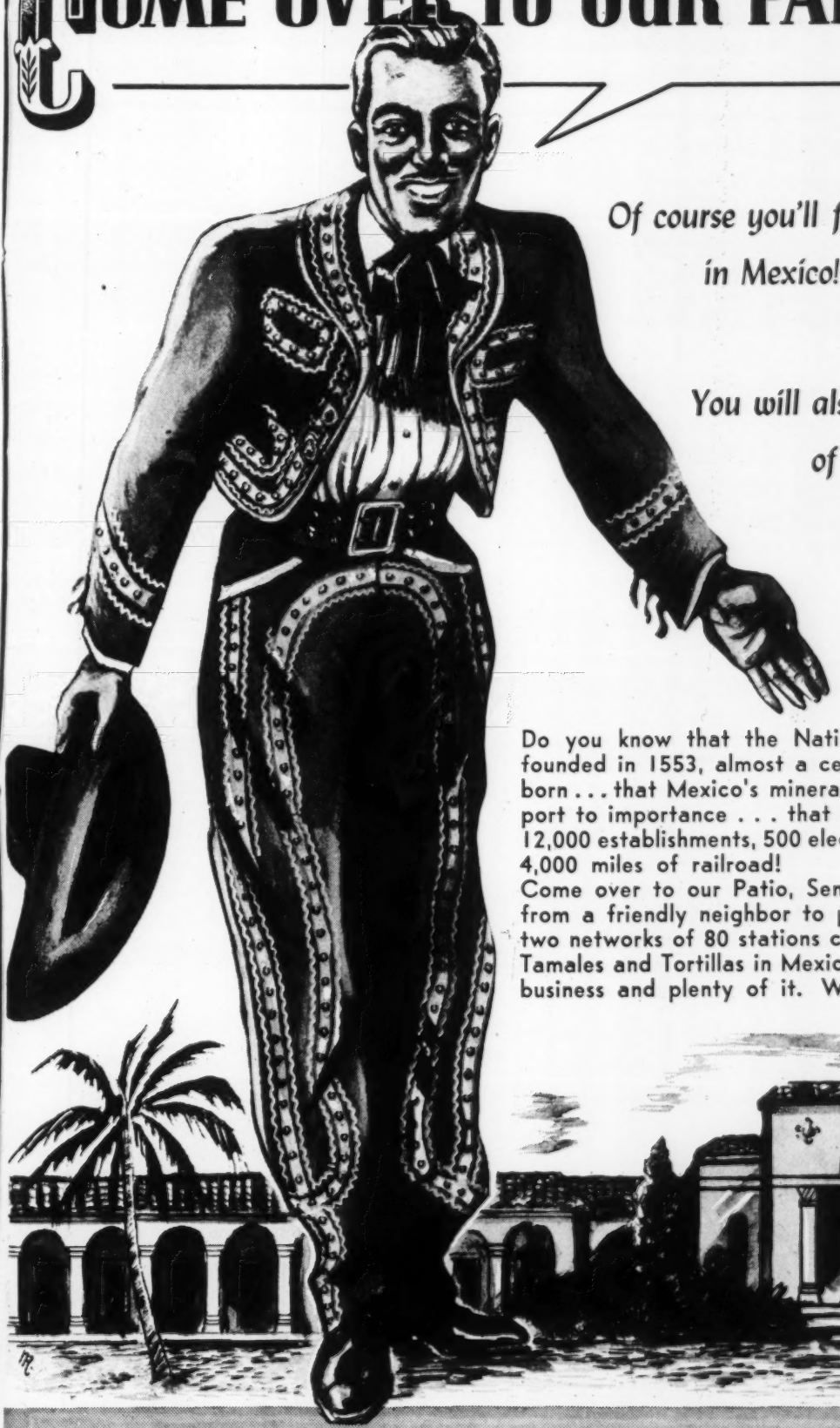
VOTE for HARTFORD!

As the post-war area most likely to succeed, vote for Hartford! Send for market study showing Hartford's position in relation to the U. S. A. for 1943 and pre-war period. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

USE WDRC TO CONNECT IN CONNECTICUT

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

"COME OVER TO OUR PATIO, SEÑOR!"



Of course you'll find Tamales and Tortillas in Mexico! Also the gayest of fiestas and lovely senoritas.

You will also find that Mexico is one of the world's most versatile nations... amazingly cosmopolitan... definitely progressive!

Do you know that the National University of Mexico was founded in 1553, almost a century before John Harvard was born . . . that Mexico's minerals present an international passport to importance . . . that Mexico's industries number over 12,000 establishments, 500 electric plants, 30,000 cotton looms, 4,000 miles of railroad!

Come over to our Patio, Senor. Here's a friendly invitation from a friendly neighbor to permit us to show you how our two networks of 80 stations can prove that there's more than Tamales and Tortillas in Mexico . . . there's business and plenty of it. Write for details!

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P.O. Box 1324, MEXICO, D.F.—EMILIO AZCARRAGA, Pres.; CLEMENTE SERNA MARTINEZ, V.-Pres., Gen. Mgr.

RPM — RADIO PROGRAMAS DE MEXICO

WCBM BLUE

A QUALITY STATION WITH MASS APPEAL IN A RICH MARKET

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

AT&T Granted Experimental Facilities By FCC in Super-High Frequency Range

BELIEVED to be the highest specific frequency assignments ever authorized, construction permits for experimentation within certain bands of the 1,914,040 to 12,511,250 kc frequency range were conditionally granted last week by the FCC to AT&T for a proposed wide-hand radio repeater circuit between New York and Boston—to be capable of relaying telegraph and telephone communications, FM, facsimile or television broadcasting.

Policy Deviation

A deviation from the Commission's usual practice of authorizing specific frequencies rather than bands of frequencies, the action grants 12 different bands (each 11 to 23 mc in width) in that ultra- and super-high range, to be utilized by two Class 2 experimental stations covered in the permits, each to operate with 10 w power. These stations would be supplemented later by seven repeater units to be placed approximately 30 miles apart, it is reported, all as part of a two-year million dollar experimentation program by AT & T in view of a great potential demand for such facilities in the postwar period.

These facilities are only for experimental and not for commercial purposes, the FCC stated, although commercial traffic may be diverted to these facilities for test purposes on condition that other adequate facilities, over which such traffic normally would be carried, are available during the diversion. Under the set-up, no charge would be made for transmission of television and FM broadcast programs which take place in whole or in part over these facilities.

Highest existing commercial circuits now in common operation do not exceed the 150 mc range, while certain police relay circuits reach approximately 120 mc and some standard broadcast studio-transmitter links approach 300 mc. Use of higher channels are known to be in use at present to a certain extent by the government and the military.

Frequency bands (inclusive) covered in the authorization are as follows:

1,914,040	kc	to	1,925,960 kc
1,974,010	kc	to	1,985,990 kc
2,193,900	kc	to	2,206,100 kc
2,253,870	kc	to	2,266,130 kc
3,993,000	kc	to	4,007,000 kc
4,052,970	kc	to	4,067,030 kc
4,292,850	kc	to	4,307,150 kc
4,352,820	kc	to	4,367,180 kc
11,489,250	kc	to	11,510,750 kc
11,689,150	kc	to	11,710,850 kc
12,288,850	kc	to	12,311,150 kc
12,488,750	kc	to	12,511,250 kc

Daly Shoe Test

IN ITS FIRST national advertising campaign, for Air-O-Magic Shoes for men, Daly Bros. Shoe Co., Boston, is planning a spot radio drive on 17 stations, to begin around Oct. 1. With the object of reaching the young man, the so-called "jive" or popular music stations will be used, in selected major markets where Daly dealers are located. Present plans call for a five-minute transcription, probably of dramatic content, aired on a twice-weekly basis. Campaign will run for two month periods, in the fall, and again in the spring. Shoes will also be promoted experimentally on WABD, the Allen B. Dumont Labs. television station in New York, and through 16 national magazines. Campaign will be supported by tradepaper advertising and dealer helps of all kinds.

PLASTIC BLAST blurted by Lon Chaney, WKY Oklahoma City musician, rouses Wakefield Holley, station's chief announcer. It was part of a special broadcast from Oklahoma City's Chamber of Commerce Post-war Plastics Exhibition. Plastic violin also was featured.

Power Returns

DR. RALPH L. POWER, Los Angeles radio consultant, has returned to the active management of his office which he relinquished in 1942 to become an inspector with the Army's San Francisco Signal Corps Inspection Zone. Dr. Power, a pioneer broadcaster, left a professorship at the U. of Southern California to become an announcer on the West Coast in the early days of radio. In 1932 he opened his own office in Los Angeles and for six years was local correspondent of BROADCASTING. Aside from his consulting work, Dr. Power edits *Micro Topics* for the Universal Microphone Co. and *Transmitter* for the Hoffman Radio Corp. In World War I Dr. Power was a warrant officer, serving overseas.

Dr. Power

Chemical Plans

WYANDOTTE CHEMICALS Corp., Wyandotte, Mich., is preparing a series of spot announcements to run for 10 weeks on stations throughout the country for its cleaning compound. Agency is N. W. Ayer & Son, New York.

You can't Cover the Southwest without KWFT

KWFT
5,000 WATTS 620 KC.

Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

COLUMBIA AFFILIATE—Wichita Falls, Texas
Represented by PAUL H. RAYMER CO.
New York Chicago Detroit San Francisco Los Angeles

FOR THE "World's Best Coverage of the World's Biggest News"
UNITED PRESS

WRBL
SHOWN BY LATEST HOOPER SURVEY TO HAVE
2 out of 3
COLUMBUS LISTENERS
1230 KC — CBS
Rep. by SPOT SALES
139,706 Metropolitan Population with the plus bonus of FORT BENNING America's largest permanent Infantry School.
COLUMBUS, GA.

O'CONNOR CHARGES CONTROL OF RADIO

SPEAKING before a caucus of the American Democratic National Committee (insurgent democratic group) at the Hamilton Hotel, Chicago, last Tuesday, former Congressman John J. O'Connor of New York maintained that Earl Browder was given "free radio time" over a national hookup (NBC) some weeks ago and that this was the keynote speech of the fourth term campaign.

He declared that the American Democratic National Committee asked the network for equal time to answer Mr. Browder. "Not hearing from the broadcasting company for about three weeks," Mr. O'Connor said, "we again presented our request to their head office in New York. They then deigned to acknowledge our letter from their Washington station—first demanding that we satisfy their examination of our membership and purposes—which if satisfactory to them, might induce them to give us an opportunity to reply." He charged the New Deal with controlling radio through the FCC.

NBC Washington officials said time had been offered Mr. O'Connor by letter but he hadn't received it when he spoke last week. Since then he has accepted although definite time has not been fixed.

New Radio Group Seeks To Protect Copyrights

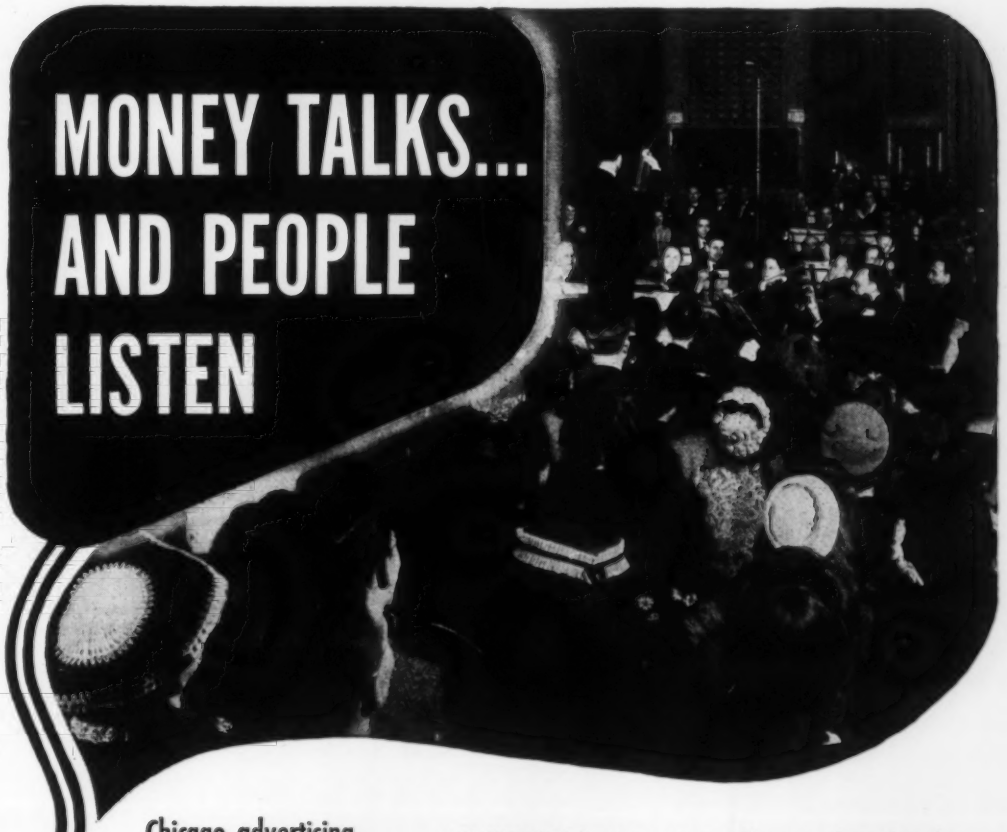
CONCERNED over the lack of originality and variety in commercial radio fare, and convinced that the fault lies with increasing plagiarism of spot announcements and sponsored programs in their entirety, Miss Della M. Grattan, head of D. M. Grattan Co., New York agency, has initiated an industry movement to set up a copyright bureau and protective service against deliberate infringement of original radio ideas. Miss Grattan said that proposal for such an organization, to be called Advertising Radio Protective Assn., would be taken up at an organizational meeting in New York and may materialize late in August, when it will be submitted to the NAB.

Miss Grattan reports an indifference within the industry towards trying new techniques, and attributes this to the fact that "a new slant or twist in radio copy has no protection from less scrupulous competitors."

Vick Series on CBS

VICK CHEMICAL Co., New York on July 2 resumes national network advertising with a series of dramas of adventure on 122 CBS stations, Sunday, 2-2:30 p.m., tentatively titled *Dangerously Yours*. Wolf Associates, New York radio production agency, is packaging the show for Morse International, agency in charge. Product has not been determined. Contract is for 52 weeks. Former sponsor of *Dr. I Q* on NBC, Vick also sponsors *Short Short Stories* on the CBS Pacific Coast network for all Vick products.

WPAT Paterson, N. J. has appointed Howard H. Wilson Co., Chicago as national representative.



Chicago advertising agencies spend $2,308,800 on talent annually for NBC network shows carried by WMAQ!

☆

Almost as much as the other three networks combined!

☆

Talent is basic for a good show... NBC tops them all!

$4,799,600 is spent annually on talent for the 43 network shows controlled by Chicago's advertising fraternity. For NBC shows carried by WMAQ, they spend $2,308,800—half of the total amount.

Top shows are expensive. They require the best actors, the cleverest comedians, and the finest musicians to hold the interest, tickle the funnybone and please the ear of the radio listeners. NBC shows do just that—and that's why 42%* of the radio audience in the Chicago area *listens most* to WMAQ.

Enjoy the tremendous listening audience built by NBC's top shows. Make profitable sales in America's second largest market, Chicago. Astute advertisers are placing their local and spot campaigns on WMAQ where money talks . . . and people listen.

WMAQ
CHICAGO

*According to thousands of replies from our recent survey.

They all tune to the
National Broadcasting Company
It's a National Habit

America's No. 1 Network
A Service of Radio Corporation of America

Philco Names Otter

TO EXPAND, strengthen and further the postwar period of Philco Corp. in preparation for greatly increased volume of business, has appointed John M. Otter sales manager of the company's home radio division according to announcement last week by Thomas A. Kennally, vice-president in charge of sales for Philco. Mr. Otter, who has been with Philco Corp. since 1926, was sales manager for the midwest, with headquarters in Chicago, for the last four years.

Blackauk Test

BLACKHAUK BREWING Co., Davenport, Ia. (Blackhauk Topping Beer) will begin sponsorship July 1 of a series of one-minute spot announcements over WOC KBUR KXEL KBIZ KFJB WHBF KROS. Contract, for 52 weeks, was placed by H. W. Kastor & Sons, Chicago.

Soap Advertisers Change Programs

SOAP advertisers are busy revamping their radio schedules with several acquiring new radio material or time, or shifting emphasis of products. Colgate-Palmolive-Peet Co., Jersey City will sponsor *Blondie* on 180 Blue Network stations Fridays, for Supersuds beginning July 21. Originating from Hollywood, the series will be heard first in the East 7-7:30 p.m., (EWT) with rebroadcast for Mid-West and West Coast listeners 7:30 p.m. (PWT). Program goes off CBS for R. J. Reynolds Tobacco Co., June 26. Both accounts are handled by William Esty & Co. Don Bern will continue to produce, with John Greene as writer.

Procter & Gamble on July 3 starts *Glamour Manor* on the full Blue network, Monday through Friday 9-9:30 p.m. (PWT) with repeat at noon, dividing commercials between Crisco, handled by Compton Adv., and Ivory Snow, handled by Benton & Bowles, which will produce the show. Cliff Arquette, comedian, as owner of a mythical hotel, will m.c., conducting a straight comedy show Monday, Wednesday and Friday, and on alternate nights a "Ladies' Day" with studio audience participating in jokes and games. Talent will include Charles Dane's orchestra, male vocalist, guest comedians and two announcers. In renewing seven of its NBC programs, P & G has effected time shifts and product changes, including the introduction of White Laundry Soap, now handled by Benton & Bowles, and Dash, (Pedlar, Ryan & Lusk) on *Vic & Sade*. Firm discontinues for the summer *Truth or Consequences*, for Duz on NBC Saturday, 8:30-9 p.m., resuming Sept. 9, with no definite plans for the intervening period, which may be filled by a sustainer.

AFTER A SPECIAL luncheon for CBS executives at the Ambassador Hotel, New York, on June 14, WGAR Cleveland representatives viewed the extensive advertising and promotional campaign prepared in conjunction with the station's switch to 1220 kc. Pointing to one of the exhibits is Carl George, WGAR director of operations. Others, in the usual order, are: Paul Hollister, CBS vice-president in charge of promotion and advertising; Herbert Akerberg, CBS vice-president in charge of station relations; Douglas Coulter, CBS vice-president in charge of programs, and Maurice Condon, WGAR local sales manager.

Wrigley Plans Set

WM. WRIGLEY Jr. Co., Chicago (chewing gum), began sponsorship June 23 of a 25-minute series designed to show how Army Service Forces equip and serve its men going into battle, titled *Service to the Front*, Fridays, 7:30-7:55 p.m. (CWT), rebroadcast 11:30-11:55 p.m. (CWT) on 141 CBS network stations. Program moves Sept. 12, to Tuesdays, 9 p.m. (CWT). Series will be rebroadcast in six weeks to KHBC and KGMB, CBS Hawaiian affiliates. Contract is for 26 weeks, placed by Arthur Meyerhoff Co., Chicago.

MBS Chiefs Meet

MUTUAL executive committee, meeting at MBS headquarters in New York June 19-21, generally reviewed network policies and took further steps to strengthen the Mutual programming structure, it was stated following the three-day session. Meeting, presided over by W. E. MacFarlane, WGN, chairman of the committee, was also attended by H. K. Carpenter, WHK; John Shepard 3d, Yankee network; T. C. Streibert, WOR; Lewis Allen Weiss, Don Lee Broadcasting System; Miller McClintock, MBS.

Blondie to Blue

COLGATE-PALMOLIVE - PEET Co., Jersey City (Super Suds), on July 21 starts sponsoring weekly half-hour *Blondie* program on Blue stations, Friday, 7-7:30 p. m. (EWT), with West Coast repeat, 7:30-8 p.m. (PWT). Talent and format of series which had been sponsored by R. J. Reynolds Tobacco Co. (Camels), for five years on CBS, remains the same. Penny Singleton and Arthur Lake are starred as Blondie and Dagwood, with Elvia Allman, Tommy Cook, Hanley Stafford completing lineup. Billy Artzt is musical director. John L. Greene writes the show. Don Bernard, West Coast manager of William Esty & Co., agency servicing account, continues as producer.

Howard Wilson

HOWARD WILSON, 55, sales manager of KLX Oakland, Cal., died June 18 from effects of heart attack suffered two weeks before. Active in Chicago and San Francisco radio and advertising circles during the past 15 years, Mr. Wilson was one of radio's pioneer salesmen. He joined KLX as sales manager in 1942. Surviving are his widow, a son, Sgt. Paul Wilson, now with Army in South Pacific area, and three daughters.

Canadian Meeting

WESTERN ASSN. of Broadcasters will hold its annual convention at the Mount Royal Hotel, Banff, on Aug. 7-8, according to Dick Rice, CFRN Edmonton, president of the WAB.

"Lady, your health is perfect! Wadda I care—WFDF says I'll be drafted tomorrow."

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earl Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

Peterson, Callahan Given Army Posts

Maj. Williamson to Capital; Capt. Batson Transferred

SEVERAL former radio and agency men have been assigned to headquarters of the Army's Radio Branch, Bureau of Public Relations, the War Dept. announced last week. The personnel changes include five who will be attached to the Washington office, and one assigned to Hollywood.

Just returned from a year's duty with the Air Transport Command in Alaska, Lt. Curt Peterson, former radio director of Marschalk & Pratt, New York, is now officer in charge of placement section, Washington headquarters,

Lt. Peterson

Mr. Callahan

Radio Branch, Public Relations. Before going to Marschalk & Pratt, Lt. Peterson had a number of years of radio experience with NBC New York, his last position there being assistant program manager.

West Coast Change

Maj. Melvin Williamson, who was previously with the Russel M. Seeds Co., Chicago, and currently in charge of the Hollywood office, will return to Washington in the near future, assigned to headquarters.

He is being replaced on the West Coast by Leonard Callahan, former general manager of SESAC. Before taking charge of the Coast operations, Mr. Callahan will report to Washington for a six-weeks indoctrination course after which he will be assigned to Hollywood.

Capt. Charles Batson, since August, 1943 radio officer at Allied Force Headquarters, North Africa, in charge of radio operations in the Mediterranean Theatre, has been named assistant executive officer of the Radio Branch, BPR. Before entering the service, Capt. Batson was an announcer and later program director of WFBC Greenville, S. C.

There are two new additions to the broadcast service section. They are Frank Silva, of WSAY Rochester, and Abe Fischler, who has been with the War Relocation Authority.

Maj. Peterson Named Head

MAJ. H. AUSTIN PETERSON has been appointed chief of the program section, Armed Forces Radio Service, Morale Service Division. His headquarters will be in Hollywood. Before entering the service, Maj. Peterson was with the Hollywood offices of Young & Rubicam, and later he joined KFRC San Francisco as program director and news editor.

MAJ. VANDA WINS LEGION OF MERIT

MAJ. CHARLES VANDA, a member of the CBS program department before joining the Army as an officer in the Office of Strategic Services, has been awarded the Legion of Merit, it was learned last week. Honor was conferred for "exceptionally meritorious conduct in the performance of outstanding service in Iran, Iraq, Syria, Palestine, Egypt, Anglo-Egyptian Sudan, British Somaliland, Kenya, Mozambique, Madagascar, Union of South Africa, French Equatorial Africa, Belgian Congo and the Gold Coast"—"for establishing a valuable link between South Africa and the United States"—"for contributing in a marked degree to operation of United States Army forces in the Middle East and for contributing to maintenance of friendly relations between the United States and the countries involved.

Maj. Vanda flew to Egypt from Italy to accept the award from Brig. Gen. Benjamin Franklin Giles, Commanding General, USAFIME.

Joining CBS in 1935, Maj. Vanda was western program director and later produced and directed CBS war programs in New York prior to receiving his commission as a Captain in July 1943. He was advanced to the rank of Major in April 1943.

Radio Man's Book

STORY of the *USS Helena* has been written by Lt. Colton G. (Chick) Morris, the former director of news and special events at WBZ-WBZA Boston-Springfield, and Hugh B. Cave. The book, titled *The Fightin'est Ship*, went on sale nationally June 12. WBZ-WBZA presented a dramatized review on June 11 in a quarter-hour program.

Lt. Tully in Washington

LT. FRANCIS W. (Pete) TULLY, former Washington correspondent of the Yankee Network News Service, arrived in Washington last Friday after 1½ years of Air Combat Intelligence service with the Navy on the staff of Adm. William F. Halsey in the South Pacific. After a brief leave, he will be assigned to the capital.

BARTLETT IS GIVEN FULL COLONELCY

PROMOTION of Theodore L. Bartlett, former principal legal administrator of the FCC, to rank of full colonel in the Army Air Forces, was announced last week at Mediterranean Theatre headquarters. He is assistant communications officer of the Mediterranean Air Forces.

Col. Bartlett

Col. Bartlett, a native Washingtonian, has been on active duty since February 1942 and has been awarded the Air Medal for meritorious achievement in combat. He joined the FCC upon its formation in 1934 as secretary to Commissioner Hampson Gary and entered the law department the following year. He was promoted through the grades of attorney, senior attorney, principal attorney and principal legal administrator, which post he held when he went on indefinite leave on Feb. 2, 1942.

From 1929 until 1934, Col. Bartlett was a reserve officer with the Fleet Marine Corps. He was commissioned a major in the Army Air Forces in 1942. He served as assistant chief and later as chief of the Communication Controls Division, Directorate of Communications at Army Air Forces headquarters in Washington, except for short periods of temporary duty in England, Egypt and the United States. From April 1943 to date, he has been assistant communications officer with the Northwest African Air Forces, now the Mediterranean Air Forces.

He was promoted to lieutenant colonel Aug. 6, 1942 and placed on flying status at the same time, being rated aircraft observer in June 1943. His promotion to a colonelcy in the Air Forces came June 7, 1944.

Throughout the Sicilian and Italian campaigns, Col. Bartlett served in England as communications liaison officer. He was the Army representative at the Transatlantic Safety Services Conference in Ottawa in 1942. For this and service in Panama and Brazil, he wears the American Theatre ribbon with one bronze star. He also wears the European-African Theatre ribbon with two bronze stars authorized. For "meritorious achievement in aerial flight while participating in sustained combat operations against the enemy" (Sicilian and Italian campaigns), he was awarded the Air Medal.

Baylor to ETO

WGAR Cleveland has sent program director David Baylor to the European Theatre of Operations as an accredited radio war correspondent under the local station rotation plan. He will also serve the other G. A. Richards' stations, WJR Detroit, and KMPC Los Angeles. Mr. Baylor in the summer of 1941 accompanied Carl George, WGAR director of operations, on a tour of the Louisiana maneuvers between the Red and Blue armies. WGAR covered the maneuvers with a mobile unit.

THE LINE FORMS TO THE RIGHT...
at WXYZ for next availabilities on
EDDIE CHASE'S
"MAKE-BELIEVE BALLROOM"
10¾ hours per week sponsored by accounts such as A&P and Canada Dry
WXYZ, DETROIT 26
or PAUL RAYMER & CO.

★ A Preferred Market
April SALES MANAGEMENT
WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

FOR A SHOWER of RESULTS
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA MONTANA

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!
WIBW The Voice of Kansas in TOPEKA

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

AP
WFDF, Flint, Michigan
. . . we are highly pleased with our new AP radio news wire.
Howard Loeb,
Managing Director
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Down South It's
WLAC
NASHVILLE, TENN.
★
50,000 WATTS

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES
PAUL H. RAYMER

630 KC.
KXOK
ST. LOUIS
BLUE NETWORK
5000 Watts Full Time
Represented by John BLAIR & CO.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 17 TO JUNE 23 INCLUSIVE

Decisions . . .

JUNE 20

WESX Marblehead, Mass.—Granted mod. license move main studio from transmitter site to Salem, Mass.

WIBW Topeka, Kan.—Granted license renewal for regular period.

WEAN Providence, R. I.—Same.

WNLC New London, Conn.—Designated for hearing application for CP change 1490 kc to 1240 kc.

Alabama Broadcasting Co., Sylacauga, Ala.—CP new standard station, 1340 kc 250 w. unlimited, subject to Jan. 26 policy and conditions.

KFOX Long Beach, Cal.—Granted special service authorization to broadcast information to longshoremen at 3:40 and 7:30 p.m. daily except Sunday as a public service and without charge for period ending 10-1-44.

KNOE Inc., KMLB Monroe, La.—Set aside grant made without hearing 2-17-44 to KNOE Inc. for new station at Monroe, La., and designated the KNOE application and application of KMLB for change to 1440 kc, for further hearing in consolidated proceeding.

WABI Bangor, Me.—Granted motion to continue hearing now scheduled for July 7 to August 7 in re application for license renewal and mod. CP. Also granted motion for order to take depositions in re these applications.

KJBS San Francisco—Granted voluntary transfer of control of Julius Brunton & Sons Co., licensee of KJBS, from Matt Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton and Mary Brunton, to KJBS Broadcasters, a partnership consisting of William N. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis for a consideration of $200,000 representing 275 shares (100%) of the issued and outstanding capital stock. Also granted license renewal.

WKBV Richmond, Ind.—Granted CP increase 100 w to 250 w, make changes in transmitting equipment, move transmitter and studio and change corporate name.

KDYL Salt Lake City—Denied petition to reinstate application for CP change 1320 kc to 880 kc, increase 5 kw to 10 kw, make changes in DA and change transmitter.

WAPT Kingsport, Tenn.—Granted petition in part to reinstate application for CP operate on 790 kc, 1 kw, unlimited.

WCHS Charleston, W. Va.—Denied petition for reinstatement and reconsideration of application change 580 kc to 640 kc.

WBAX Wilkes-Barre, Pa.—Present license further extended for 90-day period.

JUNE 21

WJR Detroit—Placed in pending file application for new commercial television station.

The Jam Handy Organization, Detroit—Same.

WLS Chicago—Placed in pending file application for new FM station.

WTHT Hartford, Conn.—Same.

WCKY Cincinnati—Same.

WJAR Providence, R. I.—Same.

WTAG Worcester, Mass.—Same.

WCHS Charleston, W. Va.—Same.

WJBC Bloomington, Ill.—Same.

New Jersey Broadcasting Corp., Newark, N. J.—Retained in pending file amendment to CP for new FM station.

JUNE 22

WOV New York—Denied motion for order to take depositions of 11 witnesses, who are to testify as to character and qualifications of the proposed transferees to control Wodaam Corp., licensee of WOV. Motion denied without prejudice to right of parties at conclusion of taking of testimony to renew motion for an order to take depositions of these witnesses and record may remain open for reasonable period for admission of such depositions.

Brown Shoes on NBC

BROWN SHOE Co., St. Louis, will begin sponsorship of a half-hour juvenile program featuring *Smilin' Ed*, Sept. 2, 9-9:30 a.m. (CWT), on 52 NBC stations. Contract is for 39 weeks. Agency is Leo Burnett Co., Chicago.

Applications . . .

JUNE 19

WSPR Springfield, Mass.—License to cover CP authorizing increase D power and changes in transmitting equipment.

WHAS White Plains, N. Y.—CP new commercial television station, Channel 13.

WBAX Wilkes-Barre, Pa.—License for operation of station on regular basis.

The Philadelphia Inquirer, Philadelphia—CP new commercial television station, Channel 6.

WOMI Owensboro, Ky.—CP new FM station, 47,900 kc, 7,250 sq. mi., $40,000 estimated cost.

Stanley G. Boynton, Highland Park, Mich.—Extension of authority transmit programs to CKLW Windsor, Ont., from Highland Park.

WSGN Birmingham, Ala.—CP new FM station, 44.500 kc, 17,700 sq. mi., $113,350 estimated cost.

Broadcasting Corp. of America, North of Brawley, Cal.—CP new standard station, 1420 kc, 1 kw, unlimited, amended re changes in antenna.

KGER Long Beach, Cal.—CP new FM station for Los Angeles. 45,700 kc, 7,000 sq. mi., $53,860 estimated cost.

KSUB Cedar City, Utah—Transfer control from Leland M. Perry to Radio Service Corp. of Utah (incomplete).

JUNE 20

Mississippi Broadcasting Co., Jackson, Miss.—CP new standard station, 1240 kc, 100 w, unlimited.

Patteron Broadcasting Service, Birmingham, Ala.—CP new standard station, 1340 kc, 250 w, unlimited.

Air-Waves Inc., Baton Rouge, La.—CP new standard station, 1400 kc, 250 w, unlimited, amend re change in type of transmitter.

KGGF Coffeyville, Kan.—Mod. CP authorizing installation of new transmitter for extension completion date from 7-22-44 to 10-22-44.

JUNE 21

WNLC New London, Conn.—CP new FM station, 44,500 kc, 3,500 sq. mi., $21,060 estimated cost.

KABC San Antonio, Tex.—CP change 1450 kc to 680 kc, increase 250 w to 50 kw D 10 kw N, install new transmitter, DA-N and move transmitter, amended re changes in DA.

WGPC Albany, Ga.—CP change 1450 kc to 1400 kc and move transmitter and studio from Albany to a site to be determined in Savannah.

WDGY Minneapolis—Mod. license to change hours operation from limited time to unlimited time, power from 500 w N 5 kw D to 250 w N 5 kw D.

LES Bowman, chief engineer of CBS western division, Hollywood, and Louise Celeste Langdon were married at Santa Barbara, Cal., on June 9.

RALPH O. NULSEN, former chief engineer of WQAM Miami, Fla., who has been on duty with the Signal Corps as a radio engineer in the Central Pacific Area for the past two years, has been assigned to the Army Air Base, Miami.

WINIFRED HUNT leaves the engineering staff of KYW Philadelphia to join the WAC.

LARRY WEST, recording engineer of KSFO San Francisco, is the father of a girl.

LT. COMDR. E. C. (Ed) CALLAHAN, formerly on the engineering staff of KPO-NBC San Francisco, has returned from two years service in the South Pacific where he was engaged in radio and radar work. Callahan is now assigned as an instructor at a Navy technical school in Chicago, relieving another former KPO engineer, Lt. Comdr. P. A. Sugg, transferred to Florida.

S. R. PATREIMO, assistant chief engineer of WABD New York, Allen B. DuMont Labs. television station, has been appointed acting chief engineer of the video outlet. He succeeds Walter E. Swenson, resigned.

BOB KEYES, South Carolina U. student, has been added to the staff of WCOS Columbia, S. C., as control operator and relief engineer.

AL SCHWERLING, WLW Cincinnati studio engineer, is the father of a girl.

DONALD M. CAMPBELL, electronics engineer of Bell Aircraft Corp., Niagara Falls, has joined Hoffman Radio Corp., Los Angeles, as senior engineer.

WALTER L. TESCH, former manager of RCA's record engineering department, has joined the company's electronic apparatus section as an application engineer on electronic power heating equipment.

THOMAS F. KENNA, former sales representative in the Midwest for Van Norman Machine Tool Co., Springfield, Mass., has joined the staff of RCA's electronic apparatus section as a commercial engineer on high-frequency induction heating equipment.

KEITH A. MacKINNON, engineer in charge of transmission and development of the Canadian Broadcasting Corp., has returned to Montreal. He has been on loan to the government's National Research Council at Ottawa since 1940 doing radio research work.

ELIZABETH CARTER has been appointed studio engineer at KUTA Salt Lake City, Utah.

PETER WILSON, chief engineer of KMTR Hollywood, is the father of a boy.

ROBERT JENSEN, NBC Hollywood field engineer, is the father of a girl.

JAMES EDWARD RUGGLES, formerly of OWI San Francisco, has joined the KNX Hollywood engineering staff. James La Shaum, has shifted from KMPC Hollywood to KNX.

B. C. WIGTLE, released from the Army, has joined KFVD Los Angeles.

CHARLES SPRIESTERSBACK, technician of KWKW Pasadena, Cal., has shifted to KGFJ Los Angeles. Harry Wagner, new to radio, has joined KWKW.

NEALE DAY, released from the Army Signal Corps, has joined the technical staff of KFOX Los Angeles.

FRANK COTTER, former engineer of KFI Los Angeles, has joined KMPC Hollywood.

ADRIAN LENTZ, engineer of WCKY Cincinnati, is the father of a girl.

JIM SKELLY, WJW Cleveland engineer, has joined the U. S. Maritime Service, and is training at Sheepshead Bay, N. Y.

THE LINE FORMS TO THE RIGHT . . .
at WXYZ for next availabilities on
EDDIE CHASE'S
"MAKE-BELIEVE BALLROOM"
10¾ hours per week
sponsored by accounts such as A&P and Canada Dry
WXYZ, DETROIT 26
or PAUL RAYMER & CO.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Midwest 5 KW network affiliate. Give previous experience and salary expected first letter. All replies confidential. Box 383, BROADCASTING.

Wanted: Two announcers for midwest local. Should have experience on board operation. Working conditions excellent, good pay, forty hour six day week. If looking for permanent position and wish good experience write or wire. Box 398, BROADCASTING.

Experienced man capable of news and commercial announcing. Present announcers earning from $60 to $125 a week. Good 5 KW station, pleasant working conditions. Box 405, BROADCASTING.

MANAGER WANTED TO TAKE FULL CHARGE OF A NEWSPAPER OWNED RADIO STATION (BOTH EXCLUSIVE) IN A 400,000 MARKET. GOOD SALARY AND CONDITIONS. MUST QUALIFY. SEND PHOTOGRAPH AND REFERENCES. GIVE DRAFT STATUS AND EXPERIENCE. WRITE BOX 408, BROADCASTING.

We need a good all-round announcer for small town station with big town schedule. You will be one of three on local sunset station with one day off weekly. Starting salary according to experience and ability. If you don't want a permanent location don't answer. We don't need hot-shot prima-donnas, we just want an ordinary, regular guy with enough experience to announce and operate a W-E board and use his head when he needs to. Our boys and girls know about this adv. That's our story, how about air mailing us yours if you think you're the fellow we're looking for. E. Z. "Easy" Jones, WBBB, Burlington, N. C.

Excellent positions open for first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Wanted—Operator announcer first class license. Good pay. KSUN, Lowell, Ariz.

Chief Engineer needed. Excellent earnings. Good hours. Write KOVC, Valley City, N. D.

Announcer—Permanent position available to experienced man on 5 KW CBS station. Basic $42.50 per week. Opportunity overtime and commercial fees. Write and send transcription immediately. WDOD, Chattanooga, Tennessee.

Announcer—Experienced, draft exempt, good selling voice and personality. Immediate opening. Send all particulars first letter to KSO and KRNT, Des Moines, Iowa.

Copy reader and rewrite man with broadcasting background for national news staff. Box 410, BROADCASTING.

Situations Wanted

Chief Engineer: Desire change. Interested in connection Eastern section. Will not consider union station. Ten years' experience all phases broadcasting. Special and unusual experience on transmitters and speech equipment. Station size unimportant if position offers definite possibilities advancement both in responsibility and remuneration. Box 342, BROADCASTING.

Nine years experience in commercial traffic, special events, emcee. Age 32. Married. Now assistant Tfc. Mgr. 5 KW NBC station. Desire permanent position with larger station. Box 402, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Woman 26, university graduate, experienced, turntable and control room operation. Box 409, BROADCASTING.

Announcer-Newscaster—Experienced. Versatile. Pleasing voice. Prefer West. Box 375, BROADCASTING.

Chief Engineer wants complete responsibility technical department including personnel station 5 KW or more Central or North Central. Dependable economical supervision record speaks for itself. Qualified to handle any expansion, FM or television plan. Can supply several technicians if needed. Box 380, BROADCASTING.

Engineer—First class ticket, 4F, experienced, including chief engineer. Position must be permanent. Box 387, BROADCASTING.

Announcer, actor, salesman—32, college trained, experienced. Middle West or West Coast; consider others. Box 389, BROADCASTING.

Sales manager. 250 watt station desires connection with a future. Proven record, best references. Draft exempt. All offers considered. Box 390, BROADCOSTING.

Military Commentator available. Lieutenant Colonel, U. S. Army, retired. Background Phillipine Islands, China, Hawaii and Japan. Two years doing radio commentary. Box 391, BROADCASTING.

INTERESTED MANAGERSHIP SMALL STATION WANTING TO GROW. PREFER SOUTH. QUALIFIED. CONFIDENTAL. BOX 392, BROADCASTING.

Woman announcer—Three years speech training Northwestern University, experienced actress, production, typing. prefer small station. Box 393, BROADCASTING.

Announcer—Experienced, verstile, dependable. Will go anywhere for a good deal. Age 28, 4F. Box 394, BROADCASTING.

Promotion Publicity Man Available—5 years advertising-promotion background plus energy and application coupled with ideas. Formerly publicity-promotion major eastern network station. College graduate. 4F. Box 395, BROADCASTING.

Young woman, extensive background in time buying and station representation field. Capable, intelligent, discreet. Would like position with New York agency or station. Box 396, BROADCASTING.

Station Owners: Bring youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason desiring change. Box 397, BROADCASTING.

Announcer—Year's experienced regional station; university background, young, 4F; programming ability; seeking connection in East. Available immediately. Box 399, BROADCASTING.

Engineer—Experienced to 50 KW, AM and FM. Free to locate. Permanent connection only. Box 400, BROADCASTING.

Chief Engineer—Will apply experience gained on design and maintenance of highpower AM and FM transmitters to progressive station planning post-war expansion. Box 401, BROADCASTING.

Manager, network station, age 38, university graduate, newspaper background, wants better postwar outlook. Prefer midwest. Box 366, BROADCASTING.

Announcer. Friendly, cheerful voice. 24 years old. Experienced. News. Control room. Turntable. Honorable discharge. Box 403, BROADCASTING.

Thoroughly experienced Announcer—Newscaster. Knowledge of good showmanship—available. Permanent 4F, married. Box 404, BROADCASTING.

Announcer—Experienced—also production, programming, excellent background, deferred. Desires good position with Ohio Station. Box 373, BROADCASTING.

Announcer—General announcing, age 23, 4F. Dramatic experience. Box 406, BROADCASTING.

Girl Friday—Continuity-commercial announcing, some experience. Box 407, BROADCASTING.

Announcer—3½ years college, 21, 4F, married, 1½ years experience. First class license. Available July 10. Robert Pearson, WBAA, Lafayette, Indiana.

Wanted—Announcing position in Wisconsin or Minnesota. Prefer 100 or 250 watt station. Audition transcription available. Harris Murk, 22 East 13th St., Apartment 5B, St. Paul, Minnesota.

Chief Engineer—Wants permanent position in Pacific Northwest or Mountain states. Available due to ownership change, over age family man with best of references. 23 years in radio. Experienced on all standard makes of control room and transmitter equipment including 50,000 watt B[illegible] Engineering, 75c East 15th St., Idaho Falls, Idaho.

Announcer—Desires immediate change. East preferred. Sports, news, controlboard. College degree. 22. 4F, Tom Duncan, 6163 Pershing, St. Louis 12, Missouri.

Attention Station Executives—Graduate of recognized college dramatics course including one year radio covering, announcing, script writing, scene interpretation, studio engineering, history and principles of radio, wants position with small station offering opportunity as experience gained and ability proven. 3 years piano, 4 years professional entertaining. Last school year employed as hostess by large clear channel Mid-Western station. All offers considered. 20 year old girl. Available July 20th. Salary governed by living costs your locality. Write or wire Lenore Goddard, 1227 Elm St., Cincinnati, Ohio.

Chief Engineer—9 years experience in regional stations. Only permanent position with progressive station considered. Now employed. Prefer Middle Western regional station. Draft deferred. References. Box 412, BROADCASTING.

Wanted to Buy

Wanted to buy either 250, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to purchase: Weston type 425 R.F. Ammeter 0-10 Amps, new or used. Box 381, BROADCASTING.

For Sale

For sale: 100 watt 106 B W. E. transmitter as is, without power supply and cyrstal. Can be modernized and converted to 250 watts. $1000. Box 411, BROADCASTING.

Miscellaneous

Radio Engineer wants operating contract. Will consider purchase of part interest in small station. Box 379, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Courses
JULY 5 & AUGUST 2
8 Weeks' Evening Courses
JULY 18 & AUGUST 14

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Shoe Project

RADIO advertising will undoubtedly figure in the million-dollar-a-year promotional campaign planned by the National Leather & Shoe Finders Ass'n, St. Louis, it was learned from A. V. Fingulin, managing secretary, following the NLSFA convention in New York last week. Consumer drive urging better care of shoes will be underwritten by member producers, wholesalers and shoe finder members. Media plans should be set by the end of the year. Agency has not yet been named.

PROMOTION AND MERCHANDISING MAN WANTED

Cowles station, KRNT, will have opening mid-July for promotion and merchandising manager. Want energetic, draft free man who knows publicity, promotion and merchandising; who can write and knows rough layout and can direct an efficient established department. If interested, send complete details regarding experience, references, salary requirements to Craig Lawrence, Iowa Broadcasting Company, Des Moines, Iowa.

EQUIPMENT WANTED

1 kw transmitter and all other accessories for 1 kw station. Give full details, description, etc.

Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

ANNOUNCER WANTED
CBS - 5 KW - YOUNGSTOWN, O.

Seasoned, experienced, capable man for News, and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone.

W. P. WILLIAMSON, JR., Gen. Mgr.
WKBN BROADCASTING CORP.
Phone 42122

EQUIPMENT WANTED

250 watt transmitter and all other accessories for 250 watt station. Give full details, description, etc.

Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

KJBS 'Duopoly' Sale by Brunton Group For $200,000 Receives FCC Approval

KJBS San Francisco on July 1 will be turned over to new ownership, pursuant to FCC approval last week of sale of the station by the Brunton family, which also owns KQW, San Francisco CBS outlet, for $200,000 cash, plus $50,000 in adjusted payments. The transfer application, stemming from the FCC's "duopoly" rule banning dual ownership of stations in the same or overlapping areas, was completed last April.

Despite the transfer from the Brunton family to the new syndicate, comprising several broadcasters or their wives and Sen. D. Worth Clark (D-Idaho), the management of KJBS will remain unchanged. E. P. Franklin, general manager, who has become a 10% stockholder in the station, will continue as its directing head.

Sen. Clark Part Owner

The transfer was from Mott Q., Sherwood B., Ralph R. and Mary Brunton, as transferors, to the partnership. In addition to the 10% ownerships of Sen. Clark and Mr. Franklin, acquired for $20,000 each, other partners are: William B. Dolph, executive vice-president, WOL Washington, 15% for $30,000; Glenna G. Dolph, Mr. Dolph's sister-in-law; 10% for $20,000; Mrs. Hope Pettey (wife of Herbert L. Pettey, director of WHN New York and former FCC secretary), 25% for $50,000; Mrs. Betty Bingham, wife of Herbert M. Bingham, Washington attorney, 20% for $40.000; Mrs. Alice H. Lewis, wife of Fulton Lewis jr., 5% for $10,000; and Mrs. Helen S. Mark, president and principal owner of WOL, 5% for $10,000.

Sen. Clark, a member of the Senate Interstate Commerce Committee, apparently was defeated for the Democratic nomination by Glenn H. Taylor, former Pocatello, Ida. cowboy radio singer, by a margin of some 200 votes in primaries held earlier this month. There probably will be a recount. The Republican nominee is Gov. C. A. Bottolfsen. It is expected Sen. Clark will return to the practice of law in Idaho and will not be actively associated with the direction of KJBS.

Station operates limited time on 1100 kc with 5,000 w as an independent outlet.

CHURCH INJUNCTION HALTS WMPS SALE

ULTIMATE sale of WMPS, licensed to the Memphis Broadcasting Co., and identified with Scripps-Howard radio operations, under the FCC's rule banning multiple ownership in the same or overlapping areas, is complicated by litigation instituted by the First Baptist Church of Memphis seeking to restrain sale of the station. The church procured a temporary injunction against WMPS and Scripps-Howard Radio Inc., restraining them from disposing of the station without taking into account rights of the church, which, under a contract running in perpetuity, is entitled to Sunday broadcast time.

WMPS, while owned by Scripps-Howard interests, is identified through Scripps-Howard with WMC, operated by the *Memphis Commercial Appeal*. The Commission's "duopoly" rule therefore was viewed as applicable.

While a number of bids have been received for WMPS, a Blue outlet, operating on 1460 kc with 1,000 w day and 500 w night, a sales transaction has not been completed because of the church contract.

The church, through five members of its congregation, filed the bill of complaint in Chancery Court June 14. Chancellor Swepston issued a temporary injunction restraining the sale, save under a contract taking into account the rights of the church.

Hudnut Test

RICHARD HUDNUT, New York (cosmetics), is planning a spot announcement campaign throughout the East. Agency is Kenyon & Eckhardt, New York.

Campbell's Spots

CAMPBELL SOUP Co., Camden, N. J., on June 13 started a spot radio test campaign for Campbell's Beef Noodle Soup, a new product. Schedule calls for transcribed 15-second chain breaks on about 35 stations in 12 markets throughout the country, aired at varying frequencies. Additional markets may be added to the station schedule from time to time. Campbell sponsors two half-hour NBC programs, *Radio Reader's Digest*, handled by Ward Wheelock Co., and *The Jack Carson Show*, handled by Foote, Cone & Belding, which is also placing the spot drive.

Helen Wilbur Named

HELEN WILBUR, chief timebuyer of Pedlar, Ryan & Lusk, Inc. New York, and formerly with the *New York Times*, on July 15 becomes chief timebuyer of Doherty, Clifford & Shenfield Inc. New York, newly-organized advertising agency, which last week moved from temporary headquarters at 250 Park Ave. to the Empire State Bldg., 350 Fifth Ave. Telephone is Bryant 9-3140.

Fibber Renewed

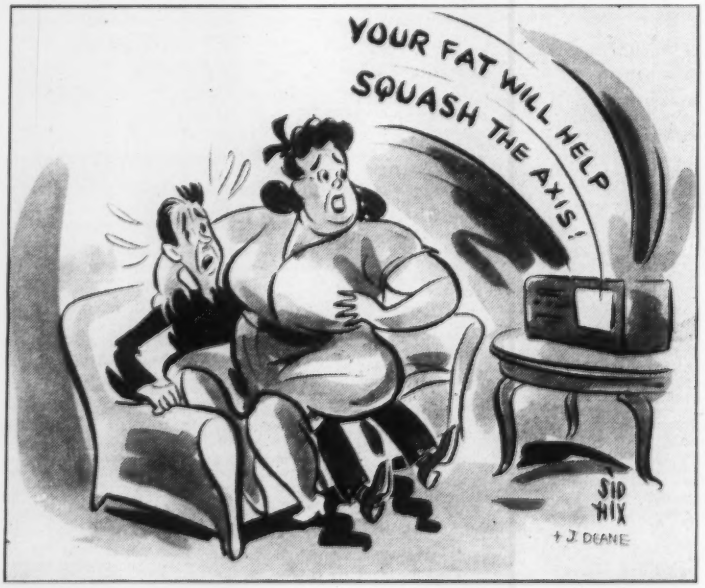
S. C. JOHNSON & SON, Racine, Wis., has signed a "long-term" contract with *Fibber McGee & Molly*, which it is said will carry the comedy team well into their second decade on NBC for the same sponsor. John Louis, vice-president of Needham, Louis & Brorby, Chicago, Johnson agency, signed for the sponsor.

2 STANDARD, 4 FM, 2 VIDEO CPs SOUGHT

BROADCAST facilities sought of the FCC last week in new applications include requests for two new standard local stations, four FM outlets and two new commercial television stations.

Licensee of WCOC Meridian, Miss., Mississippi Broadcasting Co., is applicant for a local standard outlet at Jackson, Miss. Ramon G. Patterson and Louise Patterson, doing business as Patterson Broadcasting Co. and who are also part-owners of WAPO Chattanooga, Tenn., seek a new local in Birmingham, Ala.

The Philadelphia Inquirer, a division of Triangle Publications Inc., is one of the video applicants, the other being WHAS White Plains, N. Y. The new FM applications were filed by WOMI Owensboro, Ky.; WSGN Birmingham, Ala.; KGER Long Beach, Cal. (for Los Angeles); WNLC New London, Conn. Estimated costs for the proposed FM stations and the facilities asked for all of the new outlets may be found in Actions of the FCC on page 72.



Drawn for BROADCASTING by Sid Hix

Craven Exodus

WHEN Commissioner T. A. M. Craven leaves the FCC June 30 to return to private business his entire office staff will join the exodus. Resignations were submitted late last week to T. J. Slowie, Commission secretary, by Mrs. Margaret L. Preston, Commissioner Craven's secretary; Mrs. Lee Loveless, assistant secretary, and Virginia Mulholland, clerk-stenographer. Miss Mullholland, who has been with Commissioner Craven a year, will serve him as secretary in his new post of vice-president of the Cowles stations. Mrs. Loveless has been a secretary to Comdr. Craven since 1930, when he resigned from the Navy to become FCC chief engineer. Mrs. Preston has been his secretary for seven years. Both Mrs. Preston and Mrs. Loveless plan to retire from business life.

WCAP IS ACQUIRED BY CHARMS CANDY

PURCHASE of controlling interest in WCAP Asbury Park, N. J., by the Charms Candy Co. of Bloomfield and Asbury Park, from Mrs. Georgia A. Burley, for approximately $35,000, has been agreed upon, subject to drafting of final contracts and customary FCC approval. Mrs. Burley, who holds 55% of the 38 shares outstanding, is the mother of the late Thomas F. Burley Jr., who died last March 7.

The proposed purchaser, which manufactures "Charms" and "Tastyyeast" candies, is headed by Walter W. Reid Jr., Allenhurst, N. J. commissioner. The station is licensed to Radio Industries Broadcast Co. and operates with 500 w on 1310 kc, sharing time with WCAM Camden, N. J. and WTNJ Trenton, N. J. Vera N. Scholes is general manager, and Harold G. Martin commercial manager. The station was established in 1926.

Minority stockholders are Harry S. Ferguson, 8 of the 38 shares; his brother, George H. Ferguson, 1 share; Simon Bogan, 5 shares; and Vera N. Scholes, Frederick Schmidt, and Joseph Lippman, 1 share each. All are New Jersey residents.

Sylacauga Grant

CONSTRUCTION permit for a new local standard station in Sylacauga, Ala., was granted by the FCC last week to Alabama Broadcasting Co. Facilities authorized are 250 w unlimited time on 1340 kc, with the grant subject to certain technical conditions and the Jan. 26 FCC-WPB Policy. President of the company is Ernest E. Forbes, local businessman, who holds 51% interest. First vice-president and 24% owner is Opal E. Johnson, engineer with WAPI Birmingham. Also holding a 24% interest and a radio engineer is James E. Smith, second vice-president. J. Mallory Forbes, local businessman, hold the remaining 1% interest and is secretary-treasurer.

Homemaker

Mrs. Robt. L. Dominick, prominent Kansas City civic leader, typical mother and homemaker, says of radio, "Women who are on the go quite a bit, particularly during times such as these, are only too glad at the end of the day for a quiet evening with their families and the radio. Certainly the ties of the home are made stronger through the services of radio."

Radio's Importance in the Home

The responsibility of radio to American home life is fundamental. KMBC is aware constantly of radio's position in the home — a guest, highly respected and dependable. Whether the need is for child enlightenment and education, for informing the family of latest world-wide happenings, for assuming the role of constant companion to the housewife left at home during the day, for keeping farms posted with information and market reports, or for just all-around entertainment—KMBC builds each program day looking to the many factors of adequately serving its listening area. Such is the reputation of radio, not only in the *Heart of America*, but throughout the broad land.

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS

"HURRY, CHIEF! LET'S GET TO THE BOTTOM OF THIS!"

● It takes 915 feet of climbing to get to the top of WKY's new antenna, one of the two highest in America and the sixth highest man-made structure in the Western Hemisphere. But getting to the bottom of what it will do for sponsors of radio advertising in Oklahoma is really the important matter.

The engineers figure it will push out daytime coverage considerably. Whatever the increase, it will merely enlarge the coverage which is already greater than that of any other Oklahoma City station. Nighttime coverage will be nearly doubled due both to a unique antenna array and a fivefold increase in power.

WKY's new quarter-million dollar transmitter installation will be ready for the air in the near future. In the meantime and with present facilities, WKY is giving advertisers more coverage, more listeners, and more for their advertising dollar than any other Oklahoma City station. WKY is *THE* radio buy in Oklahoma today. It will be an even better buy tomorrow.

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The Daily Oklahoman and Times ☆ The Farmer-Stockman
KVOR, Colorado Springs ☆ KLZ, Denver (Affiliated Media)
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